

# 2004 Salisbury Citizen Survey

**Sponsored by  
The National Center for Civic Innovation**

Prepared by  
Greg D. Adams, Ph.D.

Nth-Degree Analytics, LLC  
321 E. Main St., Ste 318  
Bozeman, MT 59715  
[www.CivicAssessment.com](http://www.CivicAssessment.com)  
(866) 308-6358

## Contents

<b>Executive Summary.....</b>	<b>1</b>
<b>Main Results.....</b>	<b>4</b>
Quality of Life.....	5
Parks & Recreation .....	8
Streets & Transportation .....	10
Planning & Development .....	12
Police Services .....	14
Fire Services.....	17
Waste Collection & Recycling .....	19
City Employees.....	20
Budget Cost-Cutting .....	21
Miscellaneous & Comments .....	24
Demographics .....	26
<b>Sub-Group Analysis .....</b>	<b>29</b>
Quality of Life.....	30
Parks & Recreation .....	38
Streets & Transportation .....	43
Planning & Development .....	47
Police Services .....	53
Fire Services.....	60
Waste Collection & Recycling .....	64
City Employees.....	67
Budget Cost-Cutting .....	68
Miscellaneous.....	76
<b>Respondent Comments .....</b>	<b>78</b>
<b>Appendix I: Methodology .....</b>	<b>100</b>
<b>Appendix II: Survey Instrument.....</b>	<b>105</b>

## EXECUTIVE SUMMARY



## INTRODUCTION

The City of Salisbury deserves congratulations for initiating a scientifically valid citizen survey to measure and improve upon local services and community experiences for Salisbury residents.

This year, literally hundreds of cities across the U.S. will use community surveys as an efficient and cost-effective tool for improving their local governments. Objective feedback, such as that provided by the Salisbury Citizen Survey, is an invaluable resource that enhances the democratic process in significant ways. Citizen surveys give local governments something that voting results, letters to the editors, and testimony at hearings cannot: an unbiased, clear picture of the distribution of preferences and opinions of local citizens on a wide and diverse range of topics.

Equipped with such information, local leaders are better able to allocate resources and make decisions that conform to the preferences of their citizens, and when such surveys are conducted repeatedly over time, administrators can better set goals and track their progress.

The citizens of Salisbury may be comforted to know that not only does their city care enough to seek unbiased and undistorted feedback from its residents, but that thanks to a grant from the National Center for Civic Innovation, the 2004 Salisbury Citizen Survey was provided at no cost to Salisbury taxpayers.

## ABOUT THE SURVEY

Through a competitive bid process, the City of Salisbury awarded the project to administer and analyze the 2004 Salisbury Citizen Survey to Nth-Degree Analytics, LLC, a private research firm specializing in local government surveys.

Working with representatives from the City of Salisbury, Nth-Degree developed a cover letter and three-page survey questionnaire, which was mailed out as a four-page "booklet" at the end of July to 1,100 randomly selected household addresses from within the Salisbury city limits. (A copy of the questionnaire is provided in Appendix II of this report.) To randomize within each household, it was requested that the survey be filled out by the adult in the household who most recently celebrated a birthday.

A variety of methods – including advertising, multiple contact techniques (pre-announcement & reminder postcards), and first-class stamped outgoing and return postage – were employed to maximize the survey's response rate given budget and time constraints. By August 30th, a total of 389 completed or partially completed surveys had been returned. Excluding an additional 67 surveys that were returned as undeliverable (e.g., because of vacancy at the address), the survey obtained a response rate of 37.7%.

Based on the 389 responses, the 95% margin of error for the survey is calculated to be less than  $\pm 5\%$ .

To compensate for respondents' unequal selection probabilities due to varying household sizes and for unequal participation rates, the statistical results in this report are calculated using sampling weights based upon Census population figures for the City of Salisbury.

For a complete description of the survey and analysis methods, please see Appendix I.

## KEY FINDINGS

Summarizing the main results from any survey involves a certain level of subjectivity, and readers are encouraged to browse the main results and sub-group analyses for themselves. However, certain trends in the data stood out as being particularly noteworthy.

***Exceptional Ratings for Trash Collection.*** Satisfaction with Salisbury's trash collection was remarkably high, among the highest of any community we have seen. Moreover, respondents tended to value this service, as only a tiny minority suggested cuts in the trash collection budget as a way to save money.

***High Ratings for Police and Fire.*** Ratings for police services were generally good, and ratings for the fire department were excellent.

***Poor Ratings on Streets.*** Ratings on the condition of streets within Salisbury were especially negative. This sentiment was also reflected by the unusually high number of open-ended comments that indicated a need to improve local streets and roads. When asked to consider budget cuts for various services, only 7% of residents suggested cuts in street maintenance.

***Importance of Community Appearance.*** A strong majority of residents reported that community appearance was important to them, and support for historic preservation was high though slightly less strong. Respondents tended to favor the current level of zoning restrictions, although a non-trivial minority felt current regulations to be too restrictive.

***No Opinion on Bus & Transit Service.*** The vast majority of residents had no opinion on the quality of bus service in Salisbury.

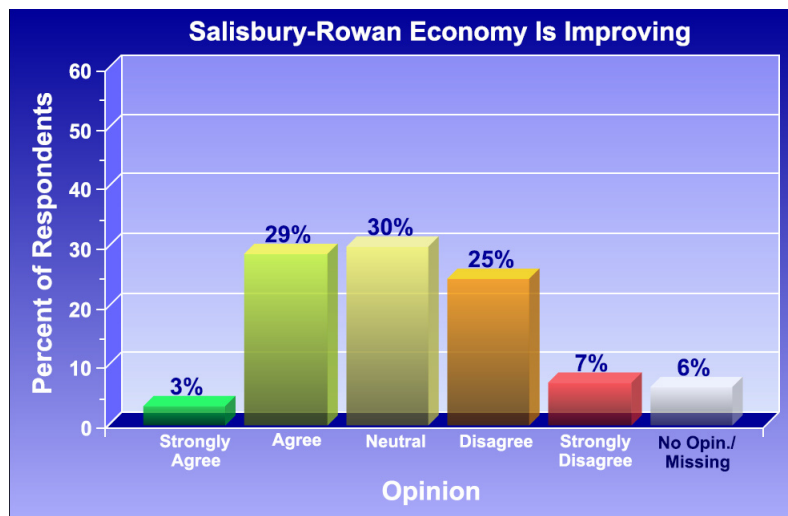
***Few City Website Visitors.*** Just under 20% of residents reported visiting the city's website within the past three months.

***Absence of a "Racial Gap."*** In most cities, the perceptions of racial minorities often differ from those of whites, especially on matters such as crime and law enforcement, social services, and government priorities. However, for the 2004 Salisbury survey, opinions of African-Americans were typically similar to those of whites. Where opinions diverged, the differences were not normally statistically significant and leaned in the direction of African-Americans feeling more positive about the city and its services.

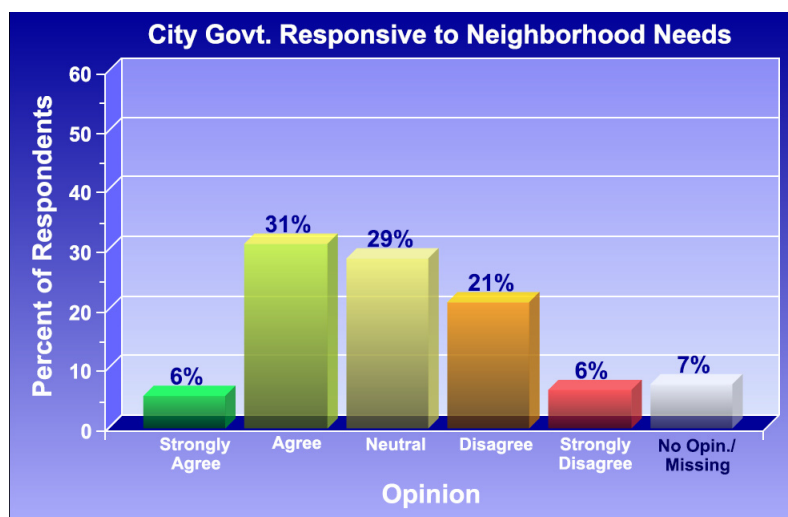
***Absence of a "Gender Gap."*** Although surveys often reveal a "gender gap," where men and women exhibit different preferences and opinions, for most of the items in the 2004 Salisbury survey, no gender gap was apparent.

***Disaffected Youth.*** Younger respondents were notably less satisfied with many aspects of Salisbury and its city services. Younger respondents gave less favorable ratings for Salisbury as a place to retire, the number of recreation programs, number of gymnasiums, and quality of police and fire services.

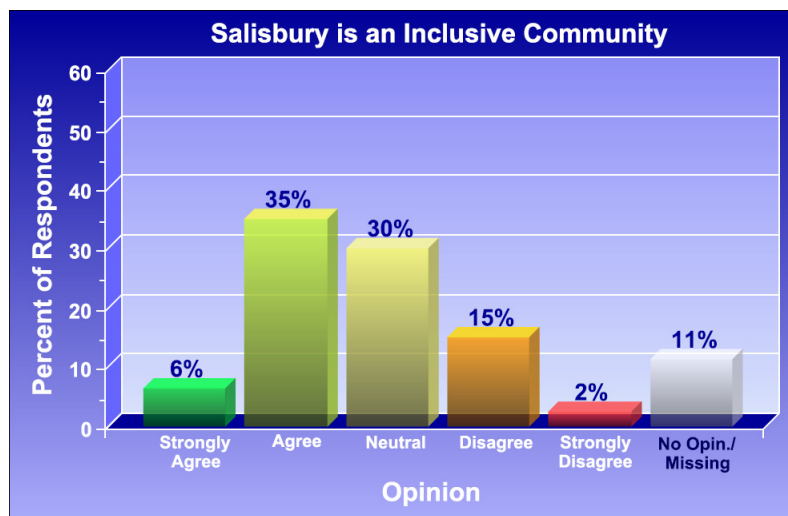
## MAIN RESULTS



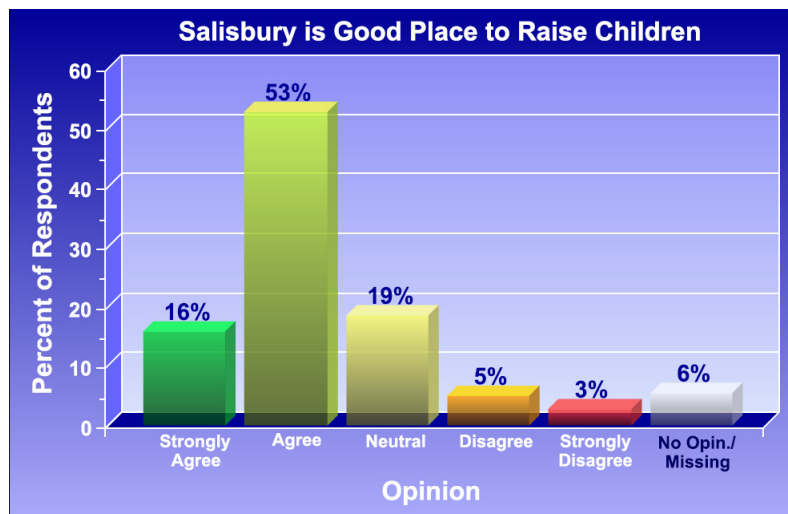
*"The Salisbury-Rowan local economy is improving."*



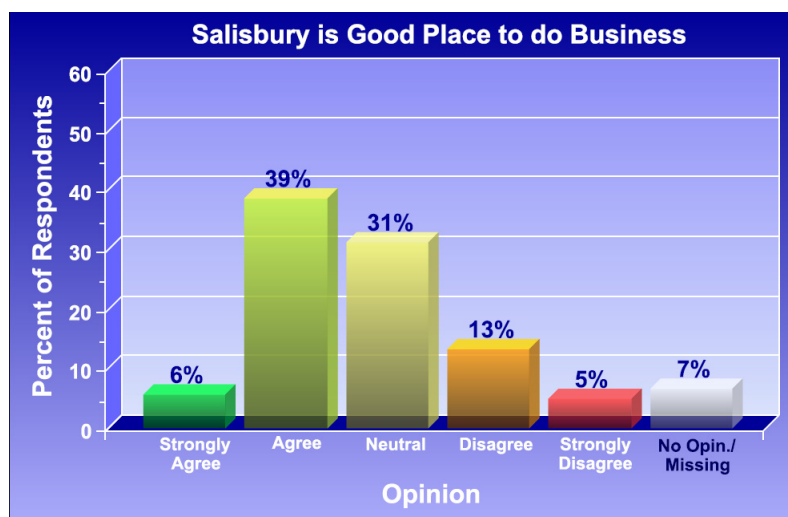
*"The city government is responsive to neighborhood needs."*



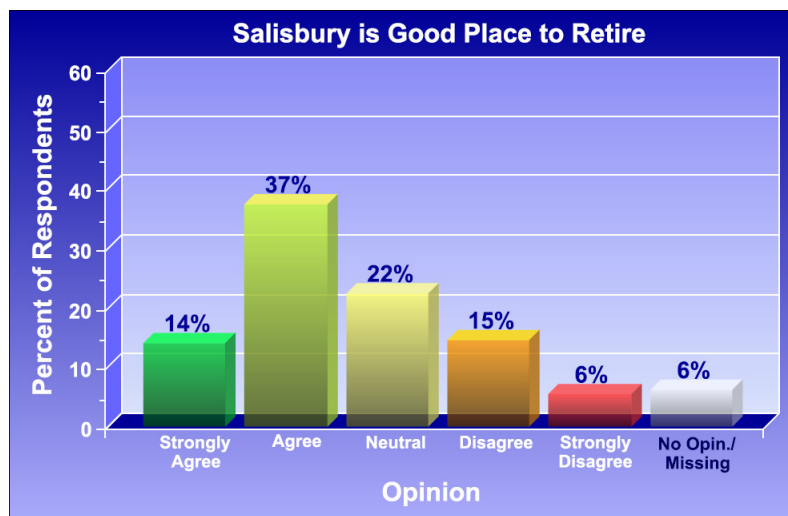
*"Salisbury is an inclusive community."*



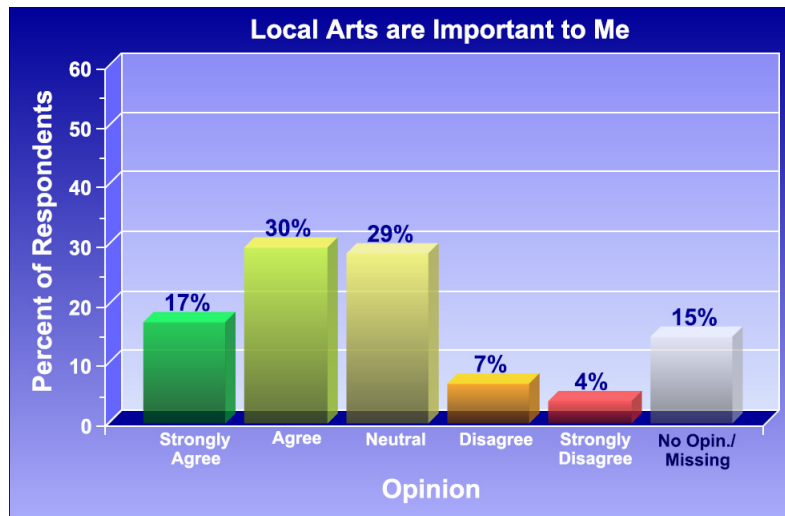
*"Salisbury is a good place to raise children."*



*"Salisbury is a good place to do Business."*



*"Salisbury is a good place to retire or to be retired."*



*"The local Arts are important to me."*



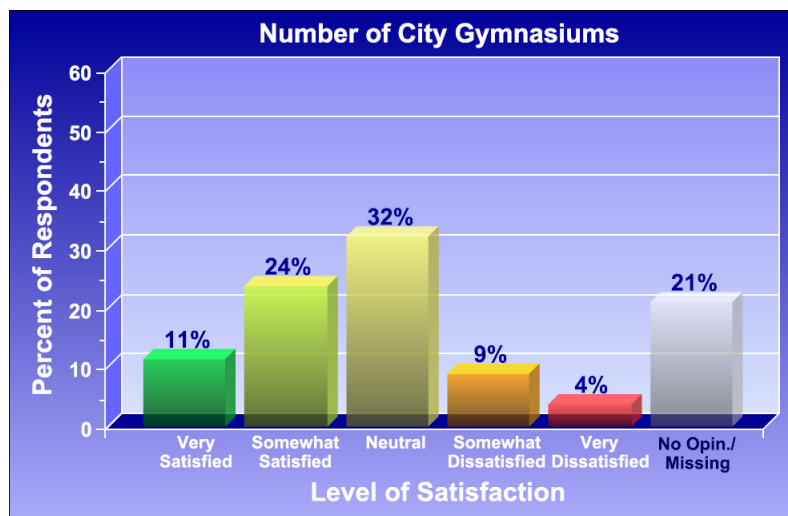
*"I can find the items that I need to buy in Salisbury."*



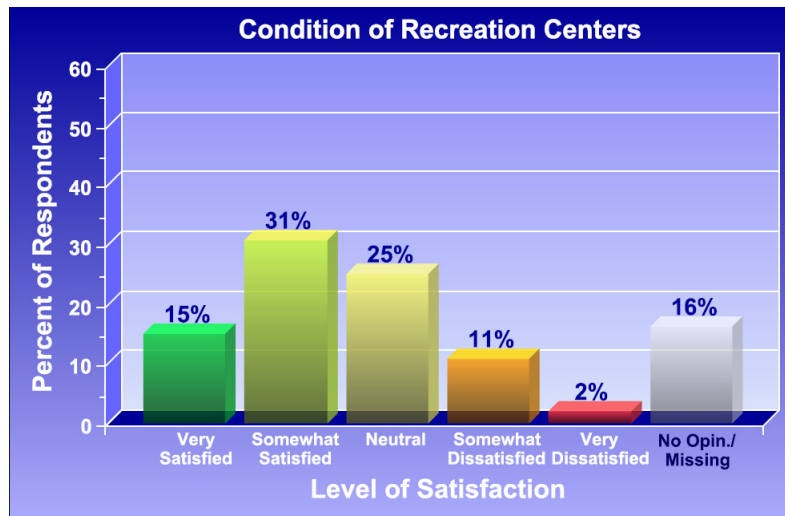
*"The number and variety of recreation programs"*



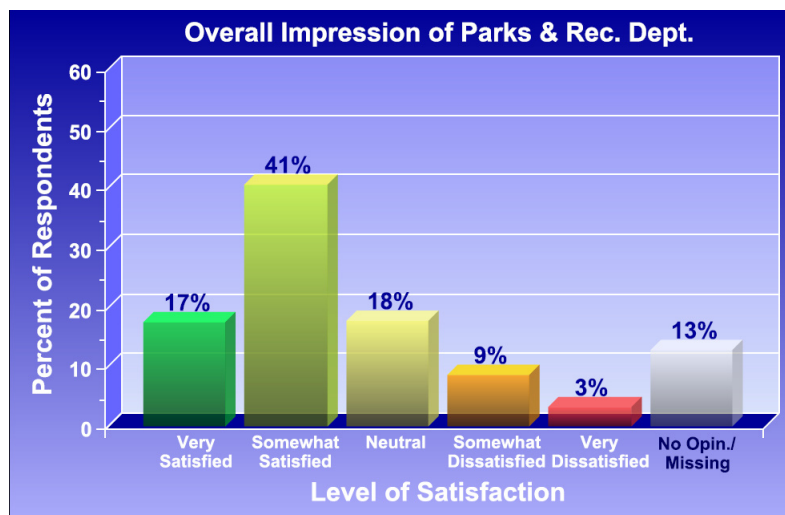
*"Number of City Parks"*



*"Number of gymnasiums operated by City Parks and Recreation"*

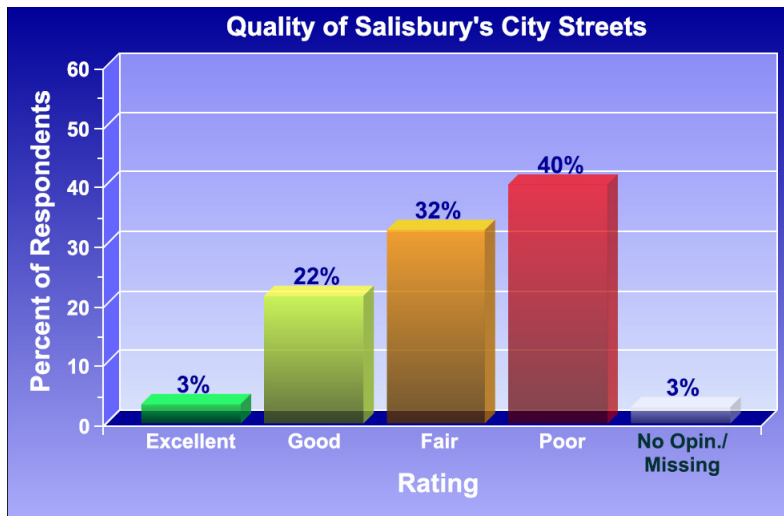


*"Condition of civic and recreation centers"*

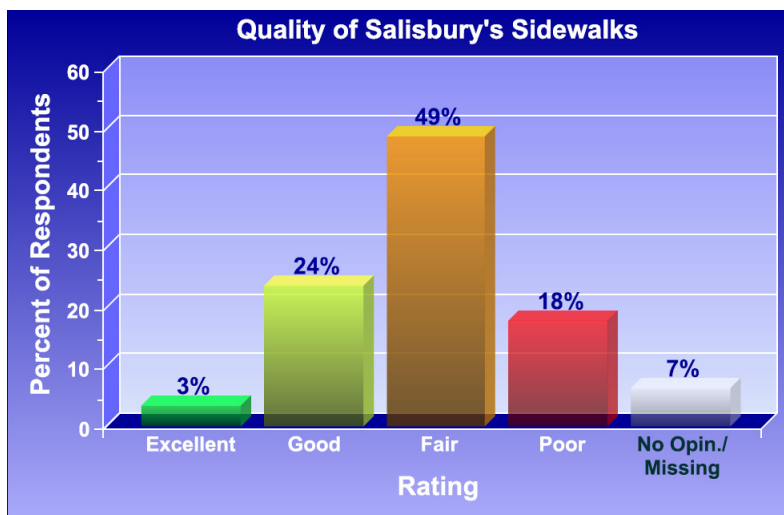


*"Overall impression of the Salisbury Parks and Recreation Department"*

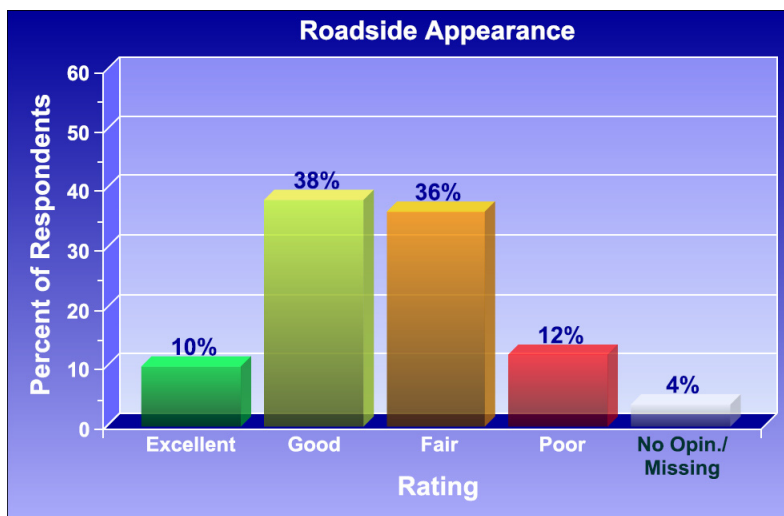




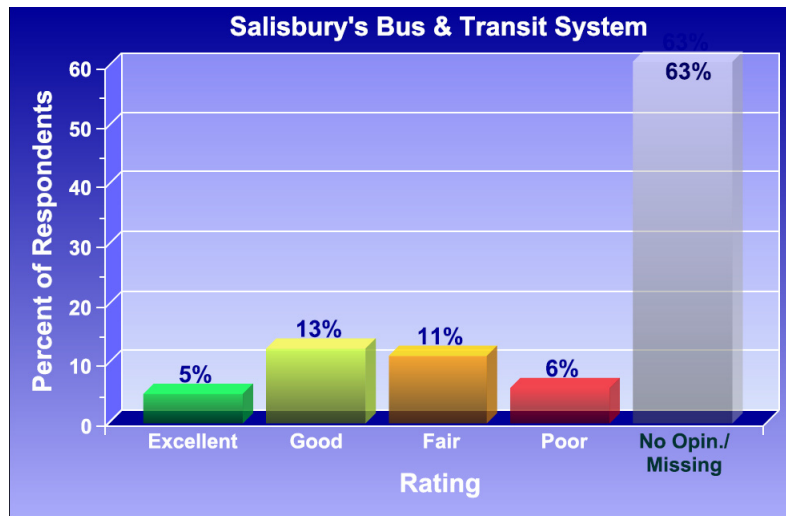
*"Quality of Salisbury's City streets (surface condition, pot holes & cleanliness)"*



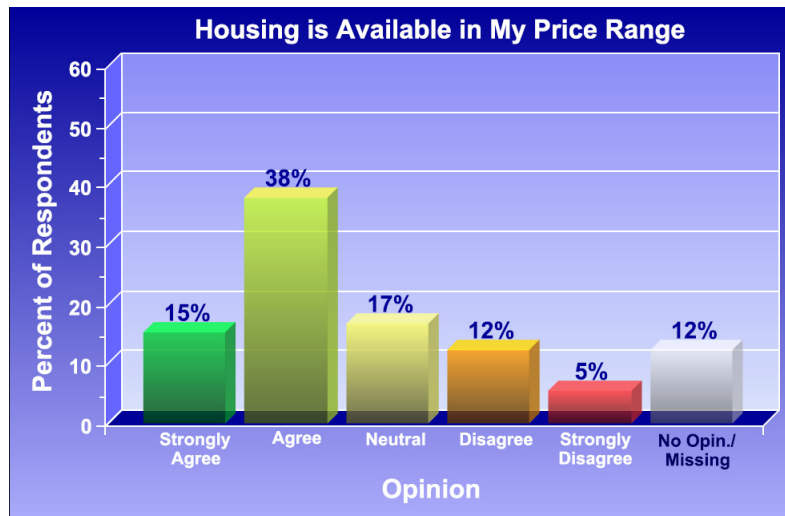
*"Quality of Salisbury's City sidewalks (condition, location & quantity)"*



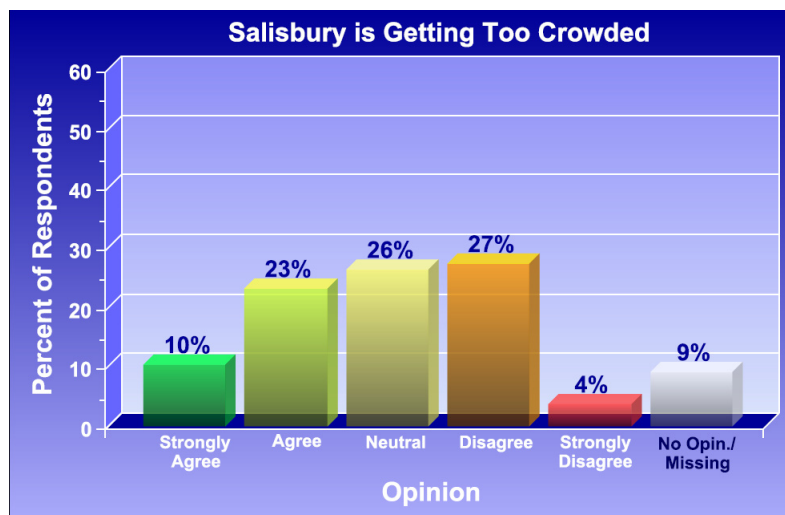
*"Roadside Appearance (grass and trees are maintained & area is free of litter)"*



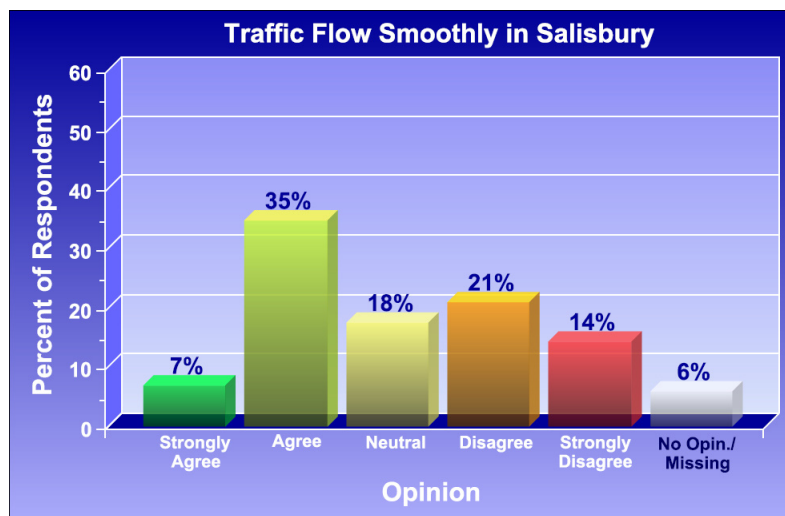
*"Salisbury's Bus & Transit Services (buses are clean & on-time, routes are convenient)"*



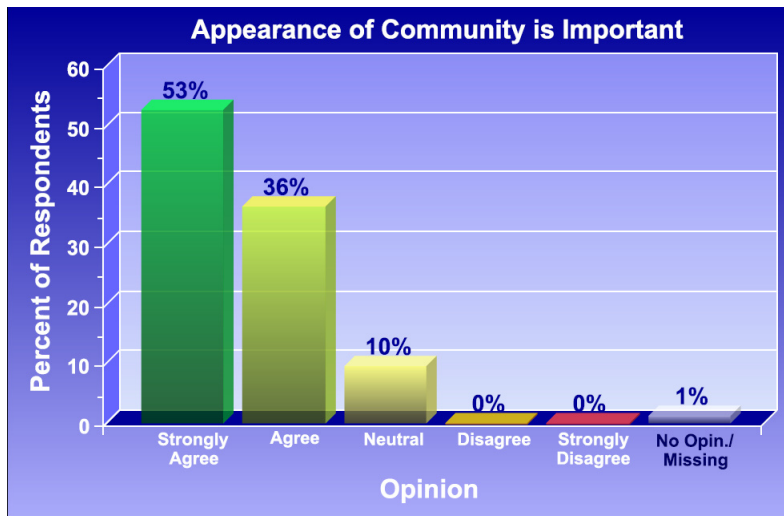
*"Housing is available in my price range."*



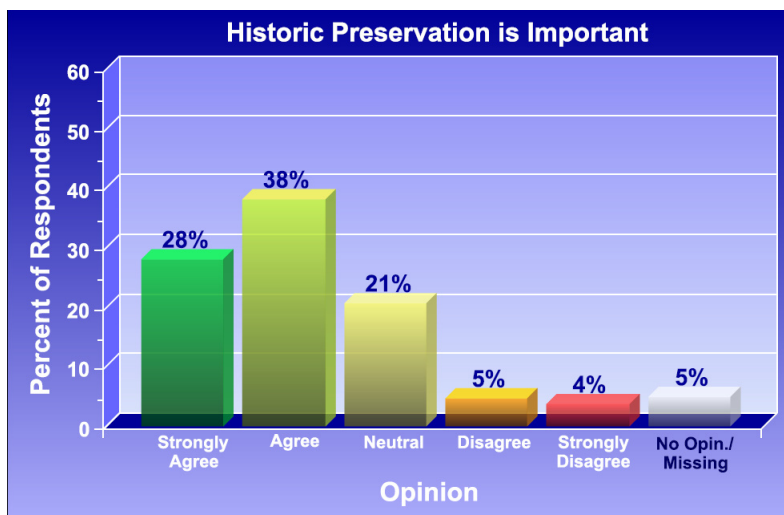
*"Salisbury is getting too crowded."*



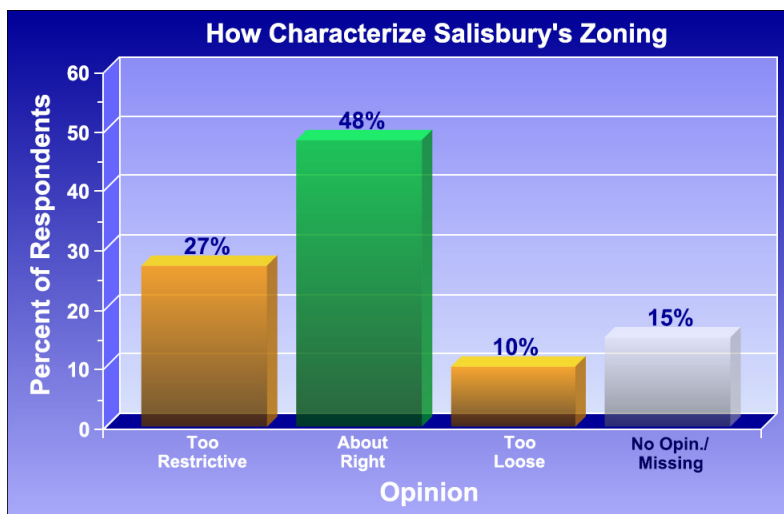
*"Traffic flows smoothly in Salisbury (lack of congestion)."*



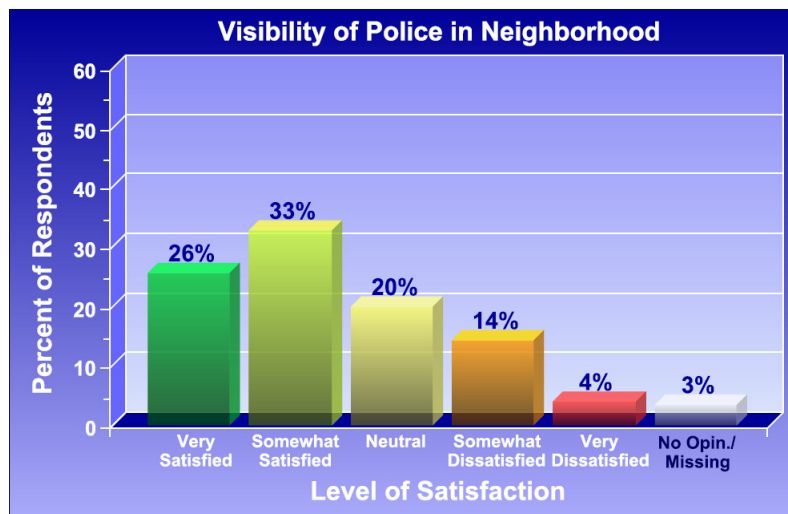
*"Appearance of community is important to me."*



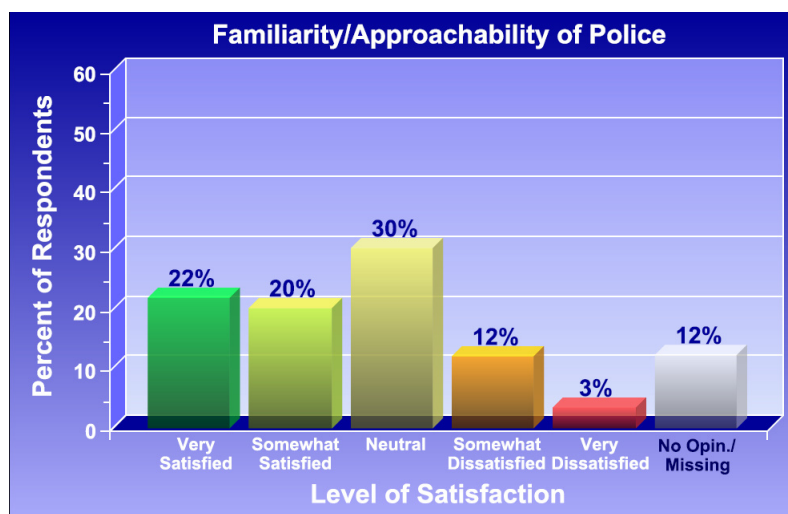
*"Salisbury historic preservation is important to me."*



*"How would you characterize Salisbury's local zoning and business ordinances?"*



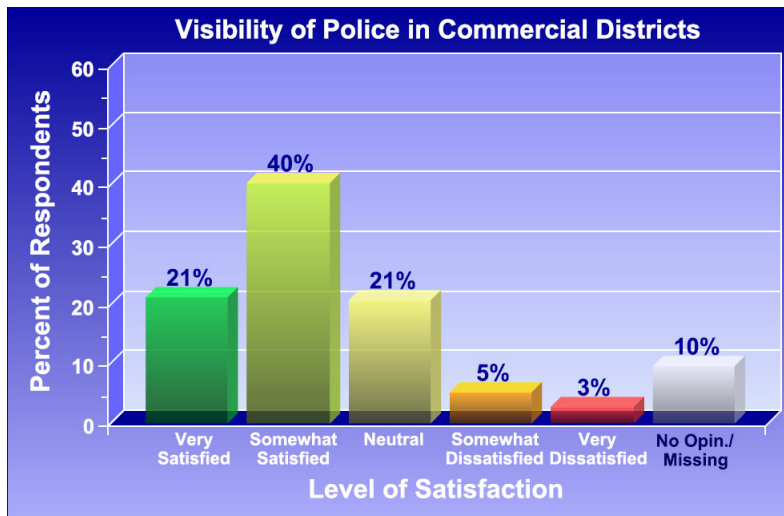
*"Visibility of Police in your neighborhood"*



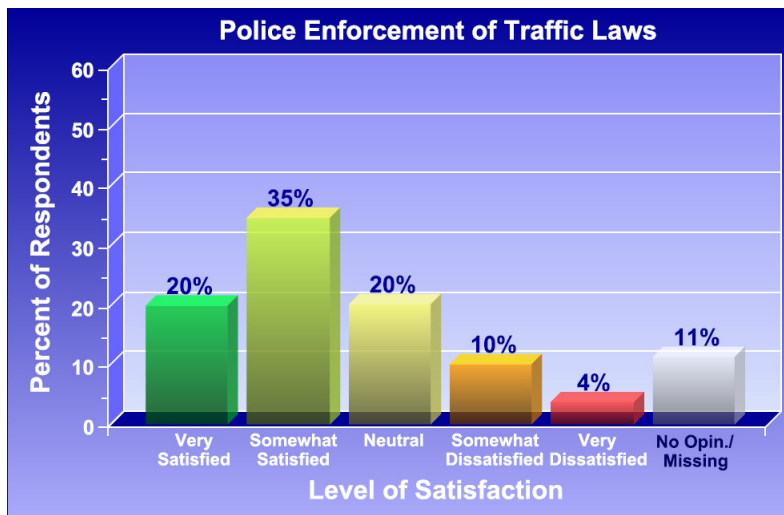
*"Familiarity/approachability of Police in your neighborhood"*



*"Quickness of Police response in your neighborhood"*



*"Visibility of Police in commercial districts"*



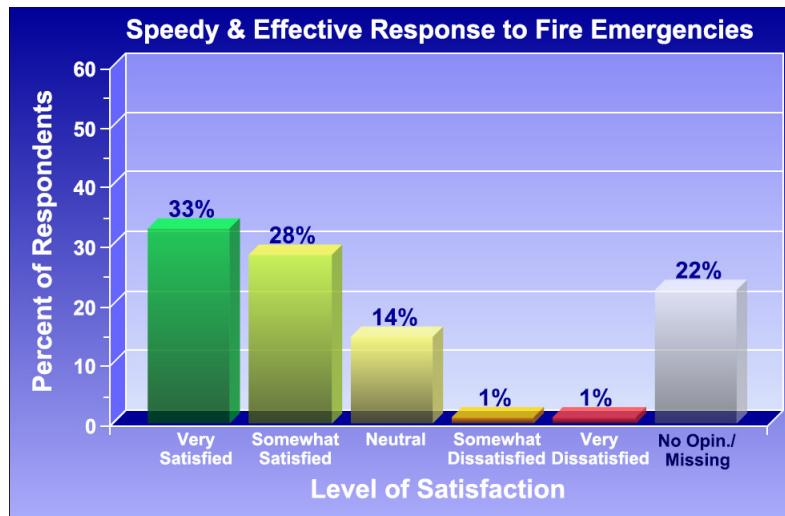
*"Enforcement of local traffic laws"*



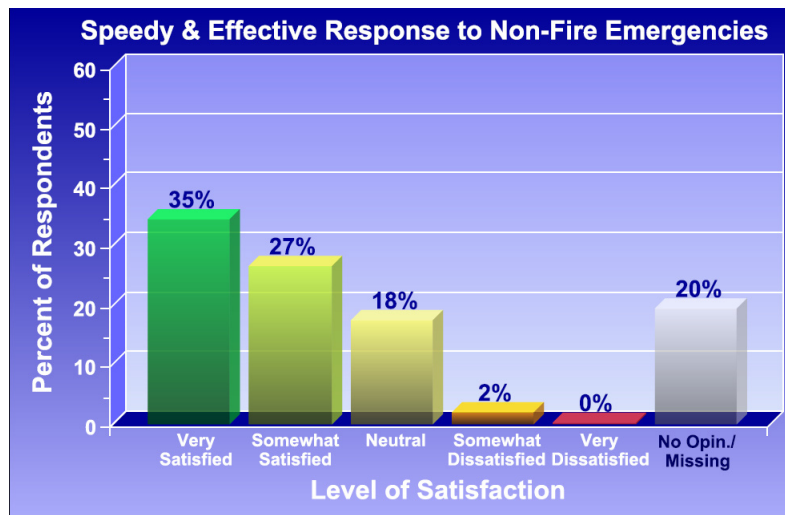
*"Overall feeling of safety in your neighborhood"*



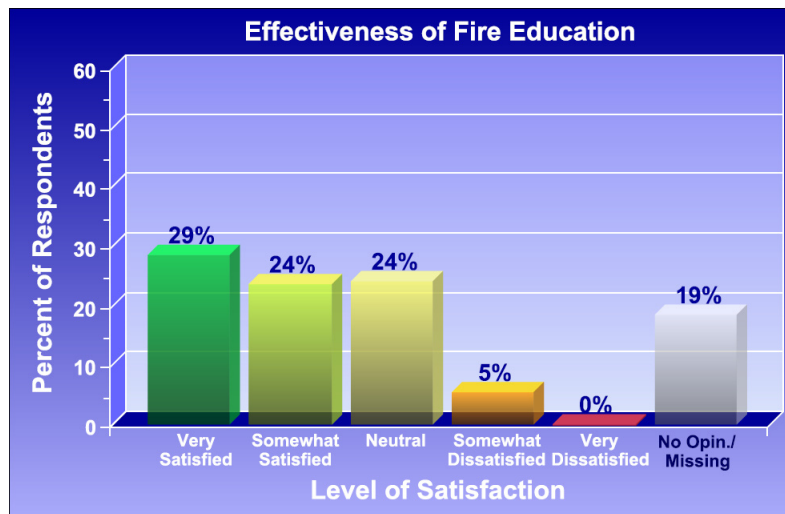
*"Overall impression of the Salisbury Police Department"*



*"Speed and effectiveness of local Fire Department in response to fire emergencies"*

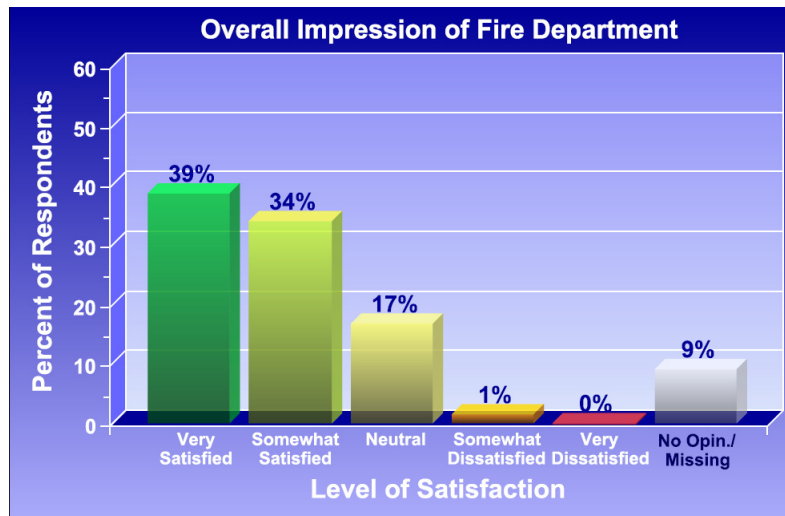


*"Speed and effectiveness of local Fire Department in response to non-fire emergencies (accidents, etc.)"*



*"Effectiveness of Fire Department in education Salisbury's citizens about fire prevention"*

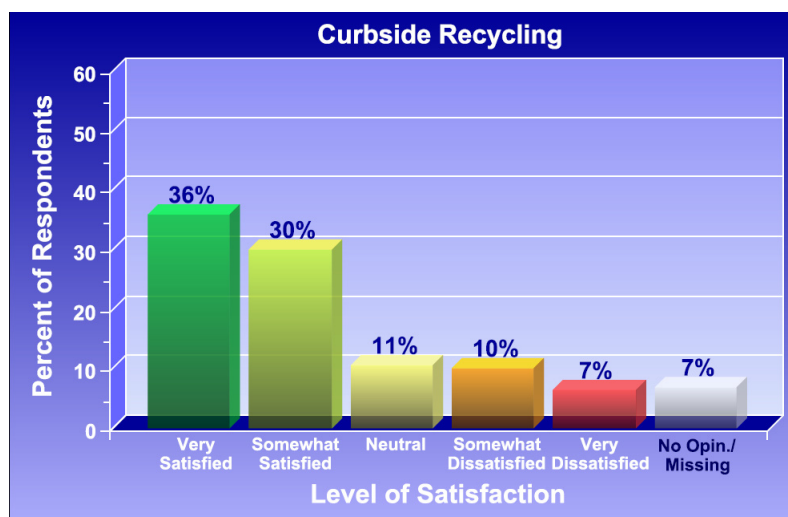




*"Overall impression of the Salisbury Fire Department"*



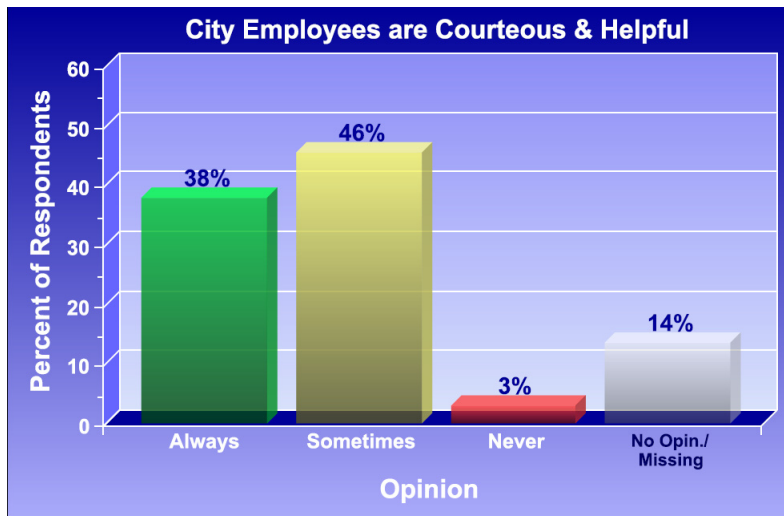
*"Residential garbage and trash collection"*



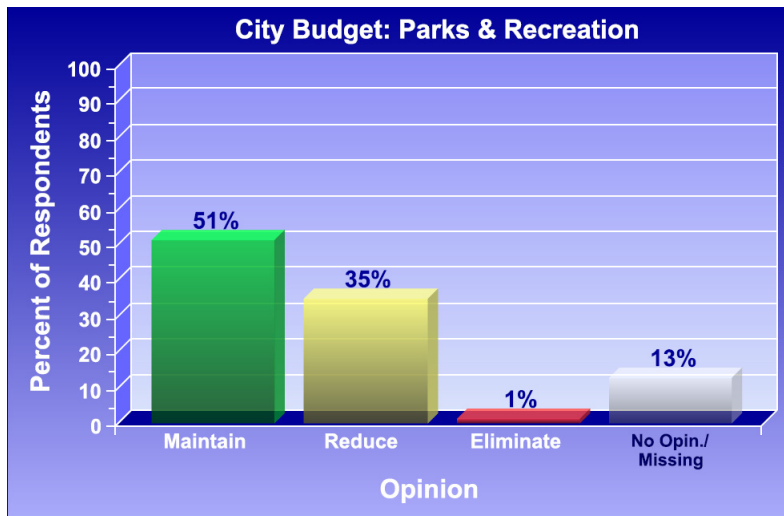
*"Residential curbside recycling program"*



*"Residential yard waste collection"*

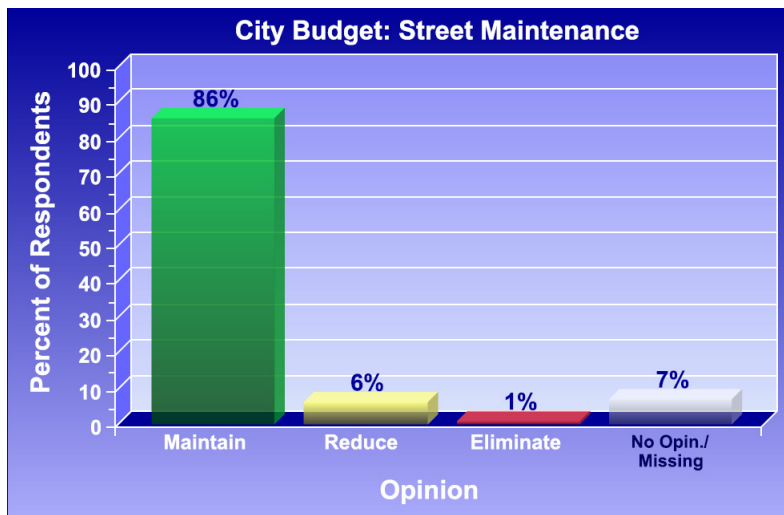


*"City employees are courteous and helpful."*

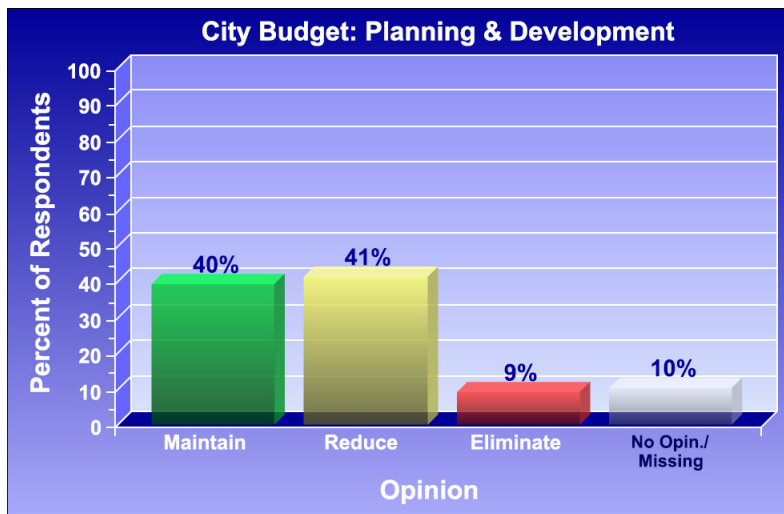


*"If a tight City budget required reducing or eliminating certain programs or services, which programs or services would you reduce or eliminate?"*

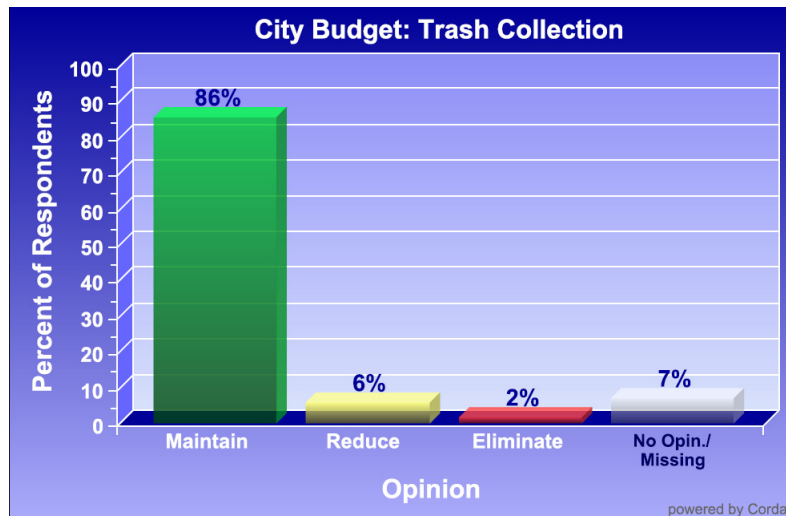
*... Parks and Recreation"*



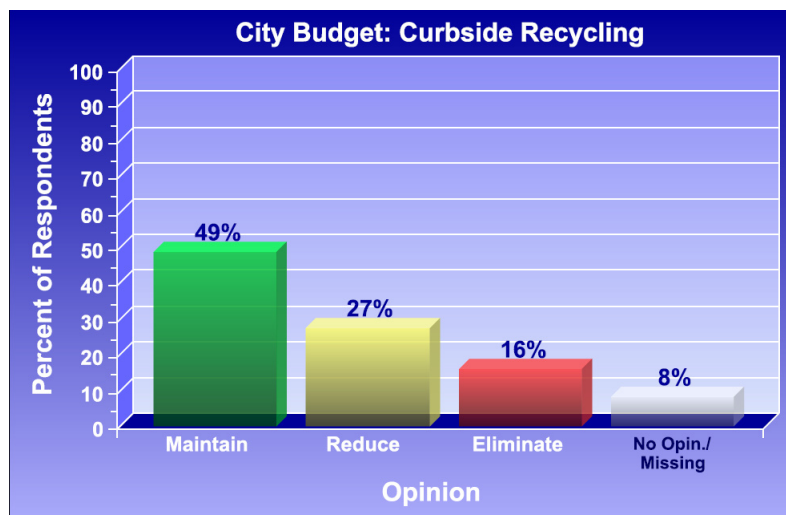
*"... Street Maintenance"*



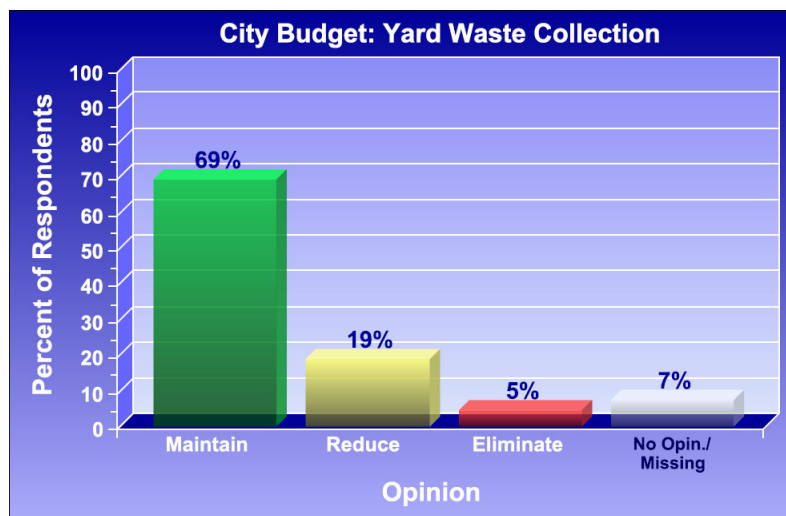
*"... Planning & Development"*



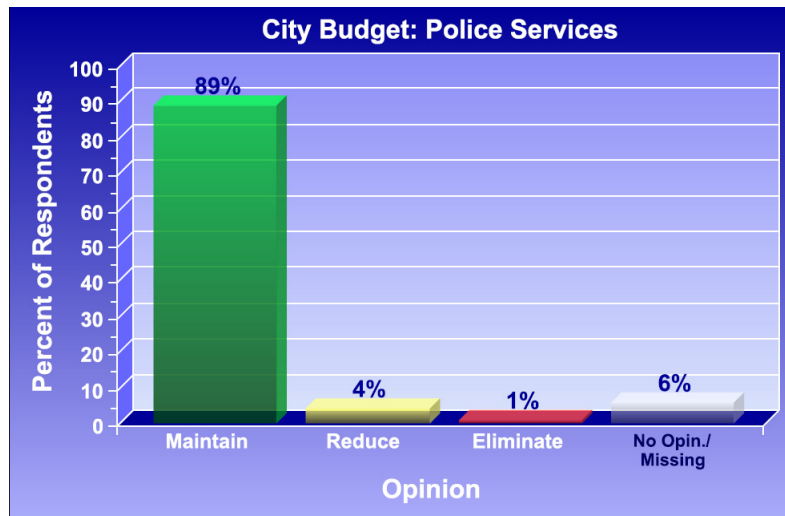
"... Trash Collection"



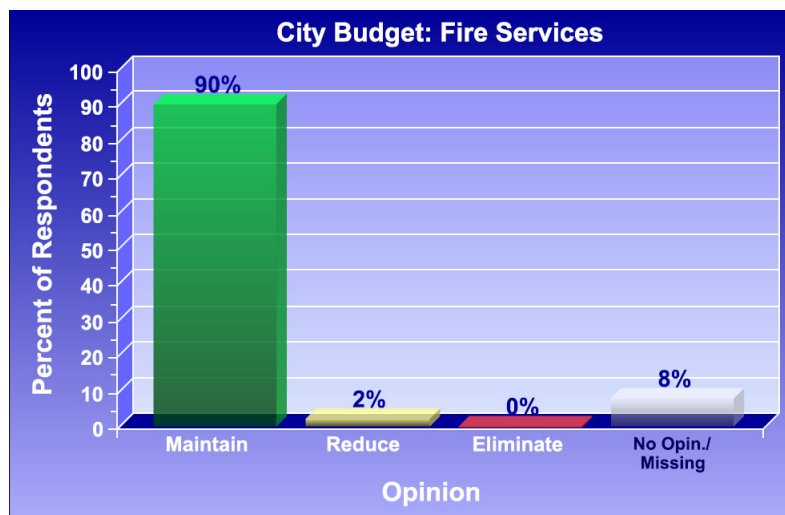
"... Curbside Recycling"



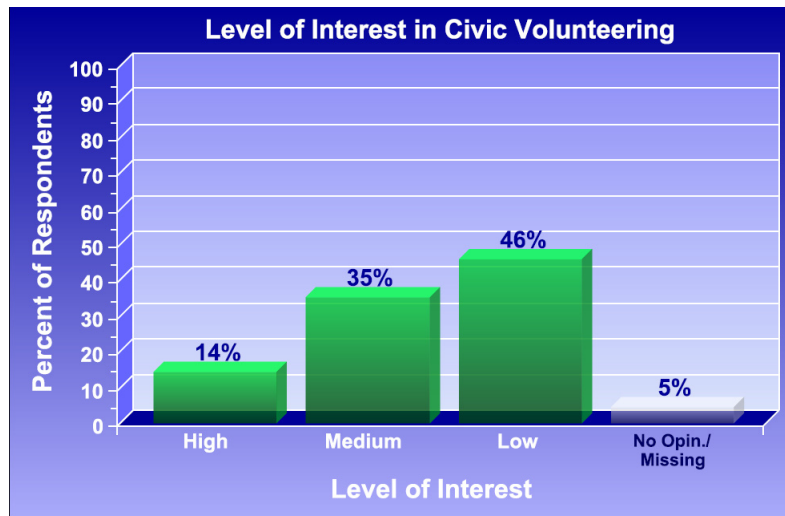
"... Yard Waste Collection"



*"... Police Services"*



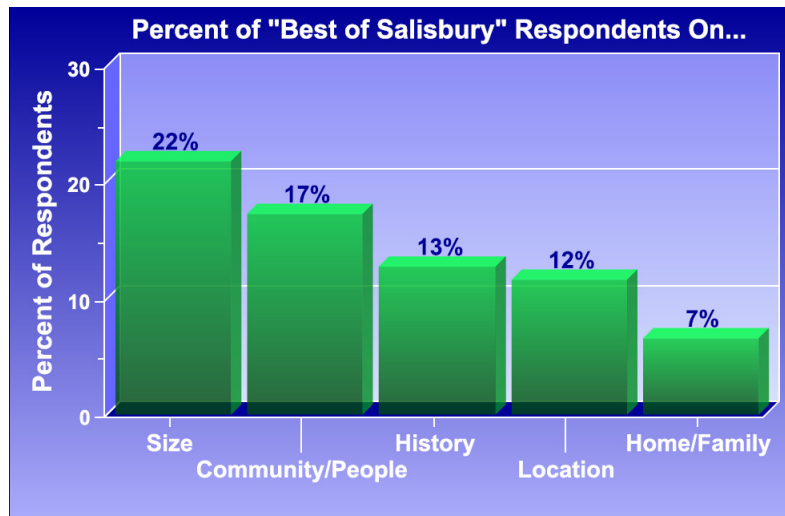
*"... Fire Services"*



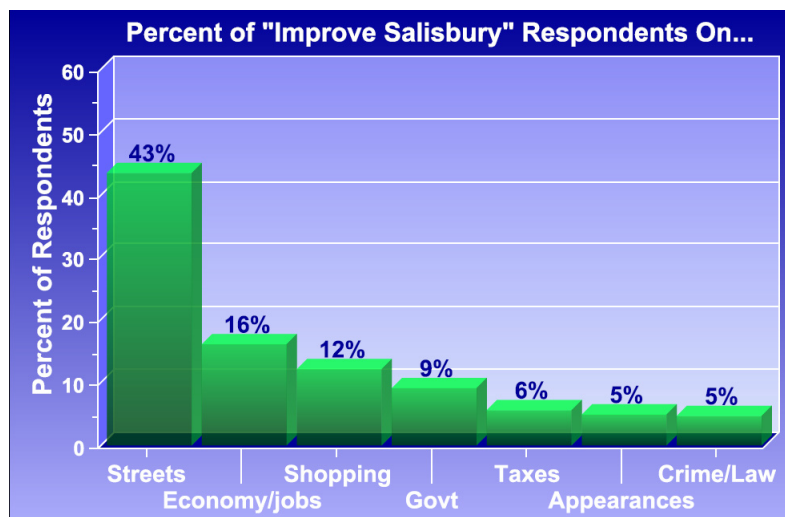
*"What level of interest would you have in volunteering on a City board or commission?"*



*"In the past 3 months, have you visited the City of Salisbury website ([www.salisburync.gov](http://www.salisburync.gov))?"*

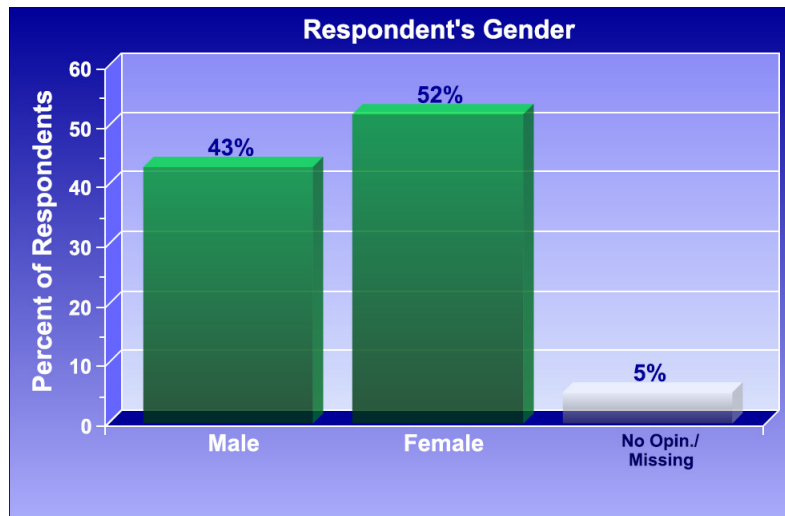


*"What do you like best about Salisbury?"*

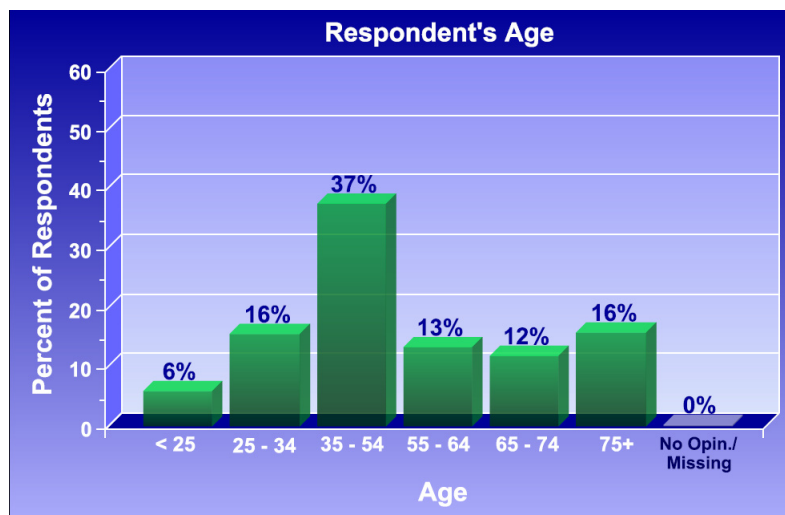


*"What is most in need of improvement in Salisbury?"*

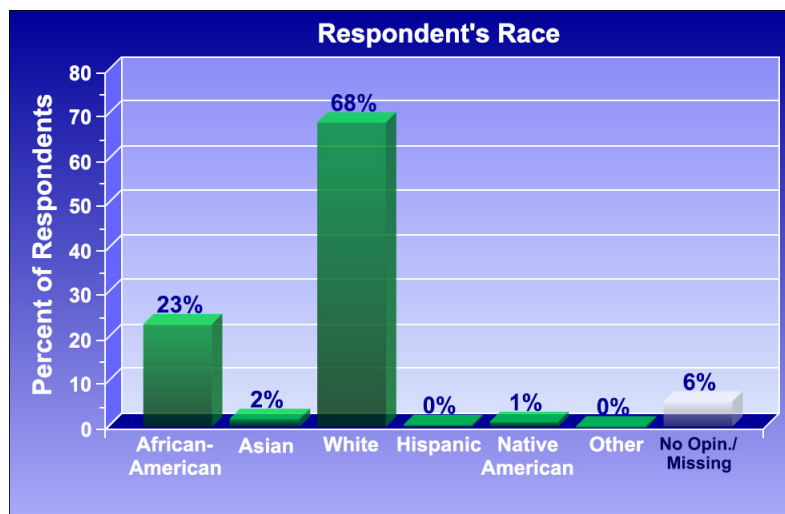




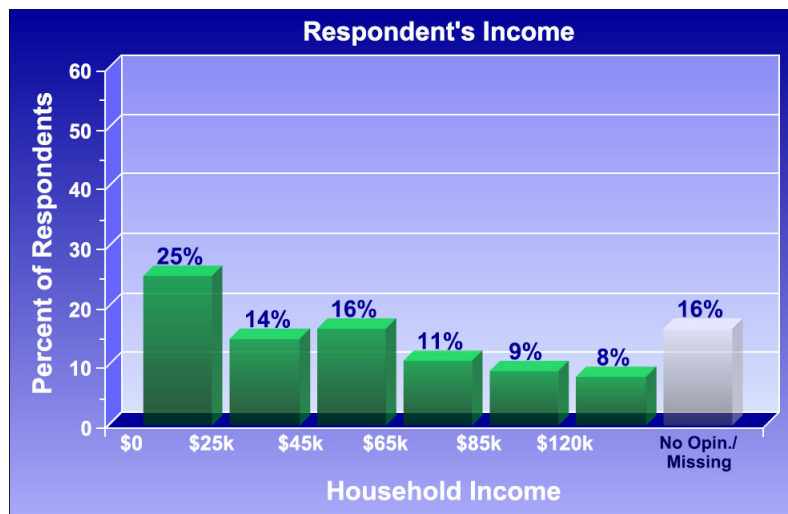
"Gender"



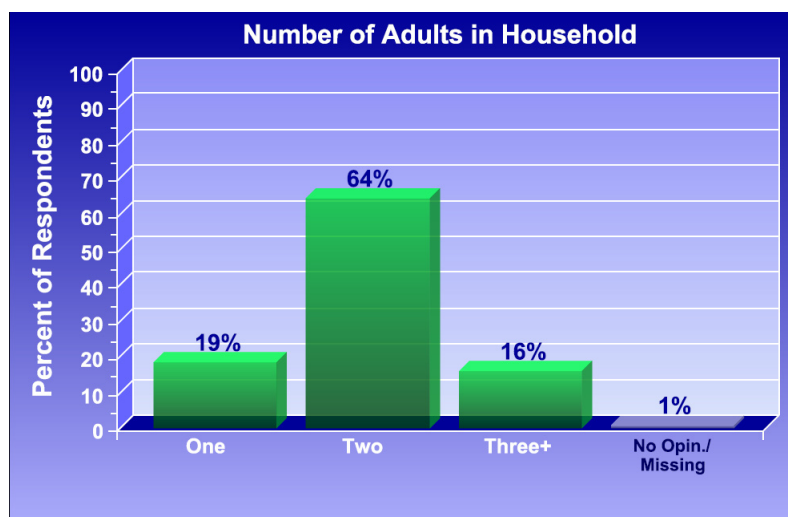
"Age"



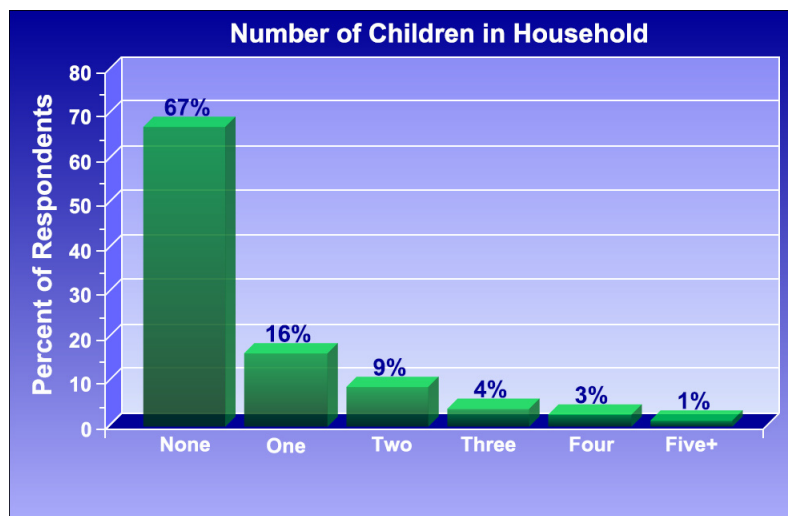
"Race/Ethnicity (mark all that apply)"



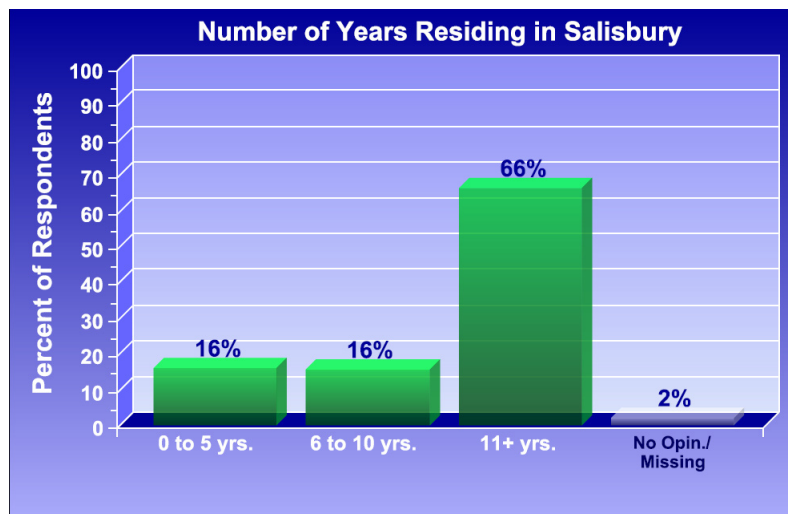
*"Household income (optional)"*



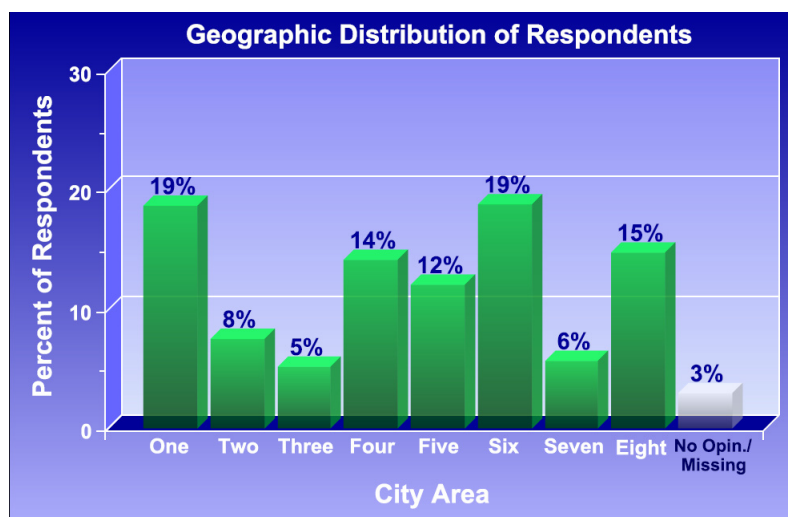
*"Total number of adults in your household?"*



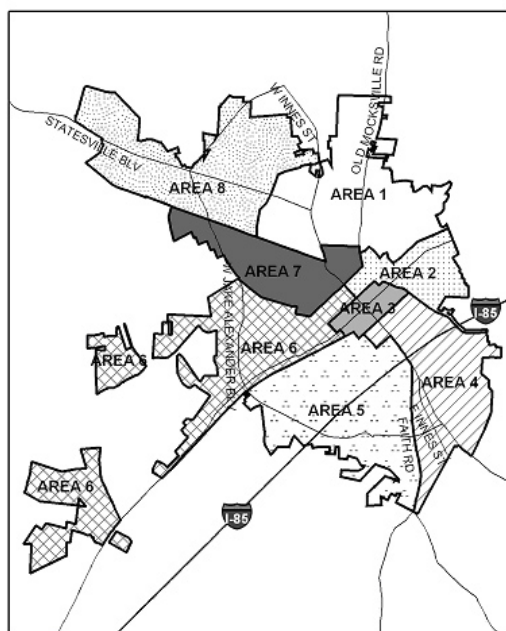
*"Age of each child, if any, in your household?"*



*"How many years have you lived in Salisbury?"*



*"In what part of Salisbury do you live? (see map)"*



## SUB-GROUP ANALYSIS

Quality of Life: Economy is Improving							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>3%</b>	<b>31%</b>	<b>32%</b>	<b>26%</b>	<b>8%</b>	<b>100%</b>	<b>363</b>
<b>Gender</b>							
<i>Female</i>	5%	26%	32%	29%	7%	100%	187
<i>Male</i>	3%	36%	32%	22%	8%	100%	159
<b>Race</b>							
<i>White</i>	1%	33%	32%	27%	8%	100%	249
<i>African-American</i>	12%	25%	29%	25%	10%	100%	84
<i>Other</i>	0%	60%	30%	10%	0%	100%	10
<b>Age</b>							
<i>&lt;25</i>	0%	18%	64%	18%	0%	100%	22
<i>25 to 34</i>	3%	47%	27%	15%	8%	100%	60
<i>35 to 54</i>	5%	31%	30%	24%	9%	100%	137
<i>55 to 64</i>	2%	24%	26%	36%	12%	100%	50
<i>65 to 74</i>	0%	28%	35%	35%	3%	100%	40
<i>75+</i>	6%	25%	35%	31%	4%	100%	52
<b>Parental Status</b>							
<i>No children in hhld.</i>	3%	30%	29%	30%	8%	100%	242
<i>Children in hhld.</i>	3%	33%	38%	19%	7%	100%	121
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	3%	38%	36%	19%	3%	100%	58
<i>6 to 10 yrs.</i>	0%	37%	37%	17%	10%	100%	60
<i>11+ yrs.</i>	4%	27%	30%	31%	8%	100%	239
<b>Income</b>							
<i>&lt;\$25k</i>	3%	14%	47%	27%	9%	100%	88
<i>\$25k to \$45k</i>	4%	30%	26%	30%	11%	100%	54
<i>\$45k to \$65k</i>	3%	47%	23%	18%	10%	100%	62
<i>\$65k to \$85k</i>	0%	40%	31%	24%	5%	100%	42
<i>\$85k to \$120k</i>	0%	55%	18%	24%	3%	100%	33
<i>\$120k+</i>	0%	40%	27%	30%	3%	100%	30
<b>Geographic Area</b>							
<i>Area 1</i>	3%	36%	19%	27%	15%	100%	67
<i>Area 2</i>	0%	32%	21%	46%	0%	100%	28
<i>Area 3</i>	0%	25%	45%	25%	5%	100%	20
<i>Area 4</i>	2%	42%	35%	13%	8%	100%	52
<i>Area 5</i>	10%	26%	31%	24%	10%	100%	42
<i>Area 6</i>	1%	29%	47%	14%	9%	100%	70
<i>Area 7</i>	0%	20%	45%	25%	10%	100%	20
<i>Area 8</i>	4%	29%	24%	40%	4%	100%	55
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

## Quality of Life: City Govt is Responsive to Neighborhoods

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>6%</b>	<b>34%</b>	<b>31%</b>	<b>23%</b>	<b>7%</b>	<b>100%</b>	<b>360</b>
<b>Gender</b>							
<i>Female</i>	8%	26%	30%	25%	10%	100%	177
<i>Male</i>	3%	39%	33%	22%	3%	100%	163
<b>Race</b>							
<i>White</i>	4%	37%	32%	20%	7%	100%	244
<i>African-American</i>	12%	23%	27%	31%	7%	100%	83
<i>Other</i>	0%	73%	9%	18%	0%	100%	11
<b>Age</b>							
<i>&lt;25</i>	22%	44%	22%	0%	11%	100%	18
<i>25 to 34</i>	4%	25%	41%	27%	4%	100%	56
<i>35 to 54</i>	5%	31%	35%	26%	3%	100%	136
<i>55 to 64</i>	8%	33%	24%	18%	18%	100%	51
<i>65 to 74</i>	5%	39%	24%	27%	5%	100%	41
<i>75+</i>	4%	40%	27%	20%	9%	100%	55
<b>Parental Status</b>							
<i>No children in hhld.</i>	5%	35%	30%	22%	8%	100%	246
<i>Children in hhld.</i>	8%	32%	32%	24%	5%	100%	114
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	14%	38%	28%	18%	2%	100%	50
<i>6 to 10 yrs.</i>	3%	39%	31%	25%	2%	100%	59
<i>11+ yrs.</i>	5%	31%	31%	24%	9%	100%	245
<b>Income</b>							
<i>&lt;\$25k</i>	6%	33%	26%	26%	10%	100%	90
<i>\$25k to \$45k</i>	15%	44%	18%	15%	9%	100%	55
<i>\$45k to \$65k</i>	6%	20%	33%	31%	9%	100%	54
<i>\$65k to \$85k</i>	0%	35%	38%	25%	3%	100%	40
<i>\$85k to \$120k</i>	3%	29%	59%	9%	0%	100%	34
<i>\$120k+</i>	10%	38%	28%	21%	3%	100%	29
<b>Geographic Area</b>							
<i>Area 1</i>	6%	43%	29%	22%	0%	100%	69
<i>Area 2</i>	4%	44%	24%	24%	4%	100%	25
<i>Area 3</i>	21%	26%	21%	16%	16%	100%	19
<i>Area 4</i>	4%	38%	40%	13%	6%	100%	53
<i>Area 5</i>	7%	16%	40%	28%	9%	100%	43
<i>Area 6</i>	0%	39%	36%	13%	11%	100%	61
<i>Area 7</i>	0%	24%	14%	52%	10%	100%	21
<i>Area 8</i>	4%	28%	30%	31%	7%	100%	54

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Quality of Life: Salisbury is an Inclusive Community							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>7%</b>	<b>39%</b>	<b>34%</b>	<b>17%</b>	<b>3%</b>	<b>100%</b>	<b>345</b>
<b>Gender</b>							
Female	9%	39%	26%	23%	3%	100%	173
Male	5%	37%	44%	12%	2%	100%	153
<b>Race</b>							
White	5%	42%	35%	16%	3%	100%	233
African-American	17%	30%	33%	18%	1%	100%	82
Other	0%	38%	38%	25%	0%	100%	8
<b>Age</b>							
<25	0%	44%	44%	11%	0%	100%	18
25 to 34	4%	31%	40%	25%	0%	100%	55
35 to 54	8%	34%	36%	19%	3%	100%	136
55 to 64	10%	42%	29%	17%	2%	100%	48
65 to 74	10%	51%	21%	10%	8%	100%	39
75+	4%	52%	35%	7%	2%	100%	46
<b>Parental Status</b>							
No children in hhld.	9%	41%	32%	14%	3%	100%	229
Children in hhld.	3%	34%	37%	23%	2%	100%	116
<b>Tenure in Community</b>							
0 to 5 yrs.	8%	47%	24%	18%	4%	100%	51
6 to 10 yrs.	4%	33%	35%	23%	5%	100%	57
11+ yrs.	8%	39%	36%	16%	2%	100%	231
<b>Income</b>							
<\$25k	6%	28%	47%	18%	1%	100%	87
\$25k to \$45k	9%	61%	17%	7%	7%	100%	46
\$45k to \$65k	8%	32%	36%	23%	2%	100%	53
\$65k to \$85k	0%	46%	32%	20%	2%	100%	41
\$85k to \$120k	9%	44%	24%	24%	0%	100%	34
\$120k+	7%	40%	30%	23%	0%	100%	30
<b>Geographic Area</b>							
Area 1	6%	44%	26%	24%	0%	100%	62
Area 2	4%	44%	19%	30%	4%	100%	27
Area 3	5%	57%	14%	24%	0%	100%	21
Area 4	8%	42%	38%	9%	4%	100%	53
Area 5	12%	33%	44%	9%	2%	100%	43
Area 6	2%	36%	55%	5%	2%	100%	56
Area 7	0%	30%	45%	20%	5%	100%	20
Area 8	10%	40%	23%	21%	6%	100%	52
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

## Quality of Life: Salisbury Good Place to Raise Children

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>17%</b>	<b>56%</b>	<b>20%</b>	<b>5%</b>	<b>3%</b>	<b>100%</b>	<b>366</b>
<b>Gender</b>							
<i>Female</i>	17%	52%	22%	5%	4%	100%	187
<i>Male</i>	17%	58%	17%	6%	2%	100%	161
<b>Race</b>							
<i>White</i>	13%	63%	16%	6%	2%	100%	249
<i>African-American</i>	29%	40%	19%	6%	7%	100%	86
<i>Other</i>	15%	62%	15%	0%	8%	100%	13
<b>Age</b>							
<i>&lt;25</i>	0%	67%	11%	22%	0%	100%	18
<i>25 to 34</i>	7%	78%	14%	2%	0%	100%	59
<i>35 to 54</i>	22%	42%	27%	7%	1%	100%	138
<i>55 to 64</i>	16%	49%	18%	6%	12%	100%	51
<i>65 to 74</i>	24%	51%	20%	2%	2%	100%	45
<i>75+</i>	14%	73%	11%	0%	2%	100%	56
<b>Parental Status</b>							
<i>No children in hhld.</i>	15%	58%	18%	6%	3%	100%	243
<i>Children in hhld.</i>	20%	50%	23%	4%	2%	100%	123
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	7%	56%	30%	2%	6%	100%	54
<i>6 to 10 yrs.</i>	8%	70%	18%	3%	0%	100%	60
<i>11+ yrs.</i>	20%	52%	18%	6%	3%	100%	248
<b>Income</b>							
<i>&lt;\$25k</i>	13%	54%	18%	9%	6%	100%	95
<i>\$25k to \$45k</i>	15%	51%	26%	4%	4%	100%	53
<i>\$45k to \$65k</i>	13%	79%	4%	2%	4%	100%	56
<i>\$65k to \$85k</i>	30%	43%	25%	3%	0%	100%	40
<i>\$85k to \$120k</i>	11%	83%	6%	0%	0%	100%	35
<i>\$120k+</i>	29%	42%	23%	3%	3%	100%	31
<b>Geographic Area</b>							
<i>Area 1</i>	22%	62%	10%	4%	1%	100%	68
<i>Area 2</i>	19%	48%	11%	22%	0%	100%	27
<i>Area 3</i>	19%	48%	19%	10%	5%	100%	21
<i>Area 4</i>	20%	52%	20%	0%	7%	100%	54
<i>Area 5</i>	25%	59%	14%	0%	2%	100%	44
<i>Area 6</i>	5%	71%	20%	5%	0%	100%	65
<i>Area 7</i>	0%	68%	23%	9%	0%	100%	22
<i>Area 8</i>	11%	35%	39%	9%	7%	100%	57

*Bulleted sub-groups indicate significantly higher or lower ratings.*



Quality of Life: Salisbury Good Place to do Business							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>6%</b>	<b>41%</b>	<b>33%</b>	<b>14%</b>	<b>5%</b>	<b>100%</b>	<b>364</b>
<b>Gender</b>							
Female	8%	41%	30%	16%	5%	100%	186
Male	4%	42%	36%	13%	5%	100%	159
<b>Race</b>							
White	4%	47%	31%	13%	5%	100%	248
African-American	11%	30%	37%	15%	7%	100%	87
Other	0%	44%	33%	22%	0%	100%	9
<b>Age</b>							
<25	0%	39%	43%	0%	17%	100%	23
25 to 34	7%	61%	14%	18%	0%	100%	56
35 to 54	6%	40%	35%	17%	2%	100%	141
55 to 64	8%	29%	29%	18%	16%	100%	49
65 to 74	5%	45%	38%	10%	3%	100%	40
75+	8%	35%	45%	8%	4%	100%	51
<b>Parental Status</b>							
No children in hhld.	7%	42%	32%	13%	7%	100%	246
Children in hhld.	5%	40%	36%	18%	2%	100%	118
<b>Tenure in Community</b>							
0 to 5 yrs.	6%	57%	28%	9%	0%	100%	54
6 to 10 yrs.	3%	53%	28%	13%	2%	100%	60
11+ yrs.	7%	36%	36%	16%	7%	100%	245
<b>Income</b>							
<\$25k	4%	27%	43%	15%	11%	100%	93
\$25k to \$45k	8%	49%	27%	10%	6%	100%	51
\$45k to \$65k	7%	66%	14%	12%	2%	100%	58
\$65k to \$85k	5%	34%	39%	22%	0%	100%	41
\$85k to \$120k	3%	41%	44%	13%	0%	100%	32
\$120k+	3%	55%	23%	16%	3%	100%	31
<b>Geographic Area</b>							
Area 1	3%	46%	26%	22%	3%	100%	65
Area 2	7%	50%	7%	29%	7%	100%	28
Area 3	0%	50%	33%	11%	6%	100%	18
Area 4	4%	55%	24%	11%	7%	100%	55
Area 5	7%	45%	39%	7%	2%	100%	44
Area 6	5%	35%	52%	8%	0%	100%	63
Area 7	5%	29%	48%	19%	0%	100%	21
Area 8	5%	31%	33%	15%	16%	100%	55
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

## Quality of Life: Salisbury Good Place to Retire

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>15%</b>	<b>40%</b>	<b>24%</b>	<b>15%</b>	<b>6%</b>	<b>100%</b>	<b>363</b>
<b>Gender</b>							
Female	18%	36%	25%	14%	7%	100%	187
Male	12%	41%	26%	16%	5%	100%	156
<b>Race</b>							
White	14%	46%	16%	17%	7%	100%	247
African-American	22%	27%	33%	14%	5%	100%	88
Other	0%	43%	57%	0%	0%	100%	7
<b>Age</b>							
<25	0%	44%	22%	0%	33%	100%	18
25 to 34	10%	19%	23%	48%	0%	100%	52
35 to 54	13%	39%	34%	13%	2%	100%	140
55 to 64	20%	39%	12%	16%	14%	100%	51
65 to 74	23%	48%	16%	9%	5%	100%	44
75+	21%	54%	16%	4%	5%	100%	57
<b>Parental Status</b>							
No children in hhld.	18%	44%	19%	13%	6%	100%	247
Children in hhld.	9%	32%	34%	22%	4%	100%	116
<b>Tenure in Community</b>							
0 to 5 yrs.	14%	33%	35%	16%	2%	100%	49
6 to 10 yrs.	12%	40%	28%	21%	0%	100%	58
11+ yrs.	16%	41%	21%	14%	8%	100%	251
<b>Income</b>							
<\$25k	15%	41%	23%	8%	14%	100%	96
\$25k to \$45k	19%	38%	21%	15%	6%	100%	52
\$45k to \$65k	18%	38%	16%	27%	2%	100%	56
\$65k to \$85k	12%	39%	34%	15%	0%	100%	41
\$85k to \$120k	7%	59%	7%	28%	0%	100%	29
\$120k+	13%	43%	20%	17%	7%	100%	30
<b>Geographic Area</b>							
Area 1	16%	63%	9%	13%	0%	100%	70
Area 2	17%	31%	24%	24%	3%	100%	29
Area 3	17%	39%	28%	0%	17%	100%	18
Area 4	8%	21%	40%	23%	9%	100%	53
Area 5	20%	37%	27%	12%	5%	100%	41
Area 6	14%	40%	24%	22%	0%	100%	63
Area 7	9%	45%	36%	0%	9%	100%	22
Area 8	13%	39%	18%	16%	14%	100%	56

Bulleted sub-groups indicate significantly higher or lower ratings.

Quality of Life: Local Arts Important							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>20%</b>	<b>35%</b>	<b>33%</b>	<b>8%</b>	<b>5%</b>	<b>100%</b>	<b>333</b>
<b>Gender</b>							
Female	21%	39%	30%	7%	2%	100%	173
Male	17%	25%	40%	10%	8%	100%	144
<b>Race</b>							
White	23%	34%	29%	8%	6%	100%	236
African-American	11%	40%	42%	4%	3%	100%	73
Other	14%	14%	57%	14%	0%	100%	7
<b>Age</b>							
<25	22%	44%	33%	0%	0%	100%	18
25 to 34	16%	32%	32%	4%	16%	100%	56
35 to 54	23%	26%	37%	12%	2%	100%	129
55 to 64	21%	40%	23%	9%	6%	100%	47
65 to 74	16%	37%	39%	8%	0%	100%	38
75+	15%	49%	32%	2%	2%	100%	41
<b>Parental Status</b>							
No children in hhld.	19%	40%	30%	8%	3%	100%	220
Children in hhld.	21%	23%	40%	8%	8%	100%	113
<b>Tenure in Community</b>							
0 to 5 yrs.	26%	36%	26%	12%	0%	100%	50
6 to 10 yrs.	23%	29%	36%	5%	7%	100%	56
11+ yrs.	17%	36%	34%	8%	5%	100%	221
<b>Income</b>							
<\$25k	11%	39%	41%	7%	3%	100%	76
\$25k to \$45k	22%	37%	33%	8%	0%	100%	49
\$45k to \$65k	21%	34%	36%	6%	4%	100%	53
\$65k to \$85k	10%	17%	46%	15%	12%	100%	41
\$85k to \$120k	20%	43%	9%	14%	14%	100%	35
\$120k+	45%	34%	17%	3%	0%	100%	29
<b>Geographic Area</b>							
Area 1	25%	40%	25%	6%	3%	100%	63
Area 2	24%	48%	14%	14%	0%	100%	21
Area 3	35%	15%	50%	0%	0%	100%	20
Area 4	10%	20%	54%	2%	14%	100%	50
Area 5	11%	22%	46%	19%	3%	100%	37
Area 6	13%	50%	32%	5%	0%	100%	56
Area 7	33%	47%	20%	0%	0%	100%	15
Area 8	22%	35%	24%	11%	9%	100%	55

Bulleted sub-groups indicate significantly higher or lower ratings.

Quality of Life: Can Buy Needed Items Locally							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>8%</b>	<b>36%</b>	<b>19%</b>	<b>29%</b>	<b>7%</b>	<b>100%</b>	<b>375</b>
<b>Gender</b>							
Female	8%	35%	16%	32%	9%	100%	194
Male	7%	40%	22%	25%	4%	100%	161
<b>Race</b>							
White	6%	36%	22%	29%	7%	100%	261
African-American	13%	38%	11%	29%	9%	100%	85
Other	0%	22%	22%	56%	0%	100%	9
<b>Age</b>							
<25	0%	36%	64%	0%	0%	100%	22
25 to 34	11%	16%	16%	47%	11%	100%	57
35 to 54	8%	39%	17%	30%	6%	100%	142
55 to 64	4%	39%	16%	24%	18%	100%	51
65 to 74	4%	46%	13%	35%	2%	100%	46
75+	14%	38%	18%	23%	7%	100%	56
<b>Parental Status</b>							
No children in hhld.	8%	38%	22%	26%	7%	100%	255
Children in hhld.	8%	33%	13%	37%	9%	100%	120
<b>Tenure in Community</b>							
0 to 5 yrs.	9%	39%	26%	23%	4%	100%	57
6 to 10 yrs.	5%	30%	18%	46%	2%	100%	57
11+ yrs.	8%	37%	18%	28%	9%	100%	255
<b>Income</b>							
<\$25k	8%	34%	20%	33%	4%	100%	93
\$25k to \$45k	8%	42%	17%	28%	6%	100%	53
\$45k to \$65k	8%	33%	23%	31%	5%	100%	61
\$65k to \$85k	7%	36%	14%	31%	12%	100%	42
\$85k to \$120k	8%	31%	19%	36%	6%	100%	36
\$120k+	3%	32%	26%	26%	13%	100%	31
<b>Geographic Area</b>							
Area 1	4%	32%	14%	39%	10%	100%	71
Area 2	7%	29%	29%	36%	0%	100%	28
Area 3	10%	57%	19%	5%	10%	100%	21
Area 4	2%	38%	17%	31%	12%	100%	52
Area 5	11%	36%	18%	31%	4%	100%	45
Area 6	7%	30%	36%	21%	6%	100%	67
Area 7	27%	36%	9%	23%	5%	100%	22
Area 8	5%	35%	11%	37%	12%	100%	57
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

Parks & Recreation: Number of Rec. Programs							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>20%</b>	<b>46%</b>	<b>22%</b>	<b>8%</b>	<b>4%</b>	<b>100%</b>	<b>326</b>
<b>Gender</b>							
<i>Female</i>	20%	41%	23%	10%	6%	100%	168
<i>Male</i>	18%	52%	23%	7%	1%	100%	146
<b>Race</b>							
<i>White</i>	22%	48%	19%	7%	4%	100%	217
<i>African-American</i>	20%	46%	25%	9%	1%	100%	81
<i>Other</i>	9%	64%	27%	0%	0%	100%	11
<b>Age</b>							
<i>&lt;25</i>	0%	89%	0%	0%	11%	100%	18
<i>25 to 34</i>	7%	48%	33%	7%	4%	100%	54
<i>35 to 54</i>	18%	44%	23%	13%	3%	100%	124
<i>55 to 64</i>	33%	41%	15%	7%	4%	100%	46
<i>65 to 74</i>	29%	39%	24%	7%	0%	100%	41
<i>75+</i>	33%	40%	24%	0%	2%	100%	42
<b>Parental Status</b>							
<i>No children in hhld.</i>	22%	48%	19%	7%	5%	100%	208
<i>Children in hhld.</i>	17%	43%	28%	10%	2%	100%	118
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	12%	57%	22%	2%	6%	100%	49
<i>6 to 10 yrs.</i>	18%	31%	33%	14%	4%	100%	49
<i>11+ yrs.</i>	22%	46%	20%	8%	4%	100%	227
<b>Income</b>							
<i>&lt;\$25k</i>	13%	42%	35%	6%	4%	100%	85
<i>\$25k to \$45k</i>	24%	43%	18%	10%	4%	100%	49
<i>\$45k to \$65k</i>	22%	61%	4%	8%	6%	100%	51
<i>\$65k to \$85k</i>	20%	44%	24%	10%	2%	100%	41
<i>\$85k to \$120k</i>	23%	58%	8%	12%	0%	100%	26
<i>\$120k+</i>	33%	44%	15%	7%	0%	100%	27
<b>Geographic Area</b>							
<i>Area 1</i>	26%	38%	30%	5%	2%	100%	61
<i>Area 2</i>	22%	48%	0%	30%	0%	100%	27
<i>Area 3</i>	0%	71%	6%	12%	12%	100%	17
<i>Area 4</i>	21%	42%	33%	2%	2%	100%	48
<i>Area 5</i>	34%	44%	7%	10%	5%	100%	41
<i>Area 6</i>	6%	65%	19%	11%	0%	100%	54
<i>Area 7</i>	18%	53%	6%	0%	24%	100%	17
<i>Area 8</i>	18%	33%	39%	6%	4%	100%	51

*Bulleted sub-groups indicate significantly higher or lower ratings.*

## Parks & Recreation: Number of City Parks

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>27%</b>	<b>45%</b>	<b>17%</b>	<b>9%</b>	<b>3%</b>	<b>100%</b>	<b>343</b>
<b>Gender</b>							
<i>Female</i>	28%	42%	16%	11%	3%	100%	174
<i>Male</i>	25%	49%	16%	7%	3%	100%	151
<b>Race</b>							
<i>White</i>	28%	47%	15%	6%	4%	100%	233
<i>African-American</i>	24%	48%	13%	15%	1%	100%	80
<i>Other</i>	36%	36%	27%	0%	0%	100%	11
<b>Age</b>							
<i>&lt;25</i>	0%	89%	0%	11%	0%	100%	18
<i>25 to 34</i>	25%	52%	12%	2%	10%	100%	60
<i>35 to 54</i>	24%	39%	21%	15%	1%	100%	131
<i>55 to 64</i>	30%	43%	17%	4%	4%	100%	46
<i>65 to 74</i>	35%	43%	15%	8%	0%	100%	40
<i>75+</i>	33%	38%	20%	4%	4%	100%	45
<b>Parental Status</b>							
<i>No children in hhld.</i>	26%	45%	18%	8%	3%	100%	221
<i>Children in hhld.</i>	27%	43%	16%	10%	4%	100%	122
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	25%	47%	20%	8%	0%	100%	51
<i>6 to 10 yrs.</i>	22%	51%	17%	8%	2%	100%	59
<i>11+ yrs.</i>	28%	43%	16%	9%	4%	100%	227
<b>Income</b>							
<i>&lt;\$25k</i>	20%	43%	19%	15%	2%	100%	88
<i>\$25k to \$45k</i>	26%	48%	17%	7%	2%	100%	46
<i>\$45k to \$65k</i>	29%	44%	11%	15%	2%	100%	55
<i>\$65k to \$85k</i>	22%	56%	10%	0%	12%	100%	41
<i>\$85k to \$120k</i>	28%	63%	6%	3%	0%	100%	32
<i>\$120k+</i>	45%	38%	14%	3%	0%	100%	29
<b>Geographic Area</b>							
<i>Area 1</i>	34%	49%	11%	3%	3%	100%	65
<i>Area 2</i>	48%	28%	12%	12%	0%	100%	25
<i>Area 3</i>	5%	67%	10%	19%	0%	100%	21
<i>Area 4</i>	21%	42%	33%	2%	2%	100%	48
<i>Area 5</i>	33%	44%	12%	9%	2%	100%	43
<i>Area 6</i>	18%	46%	23%	11%	4%	100%	57
<i>Area 7</i>	27%	41%	9%	18%	5%	100%	22
<i>Area 8</i>	22%	37%	20%	12%	10%	100%	51

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Parks & Recreation: Number of City Gymnasiums							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>14%</b>	<b>30%</b>	<b>40%</b>	<b>11%</b>	<b>5%</b>	<b>100%</b>	<b>309</b>
<b>Gender</b>							
<i>Female</i>	17%	26%	41%	15%	2%	100%	158
<i>Male</i>	10%	36%	39%	7%	8%	100%	137
<b>Race</b>							
<i>White</i>	14%	27%	42%	10%	7%	100%	195
<i>African-American</i>	15%	37%	36%	11%	1%	100%	84
<i>Other</i>	0%	70%	10%	20%	0%	100%	10
<b>Age</b>							
<i>&lt;25</i>	0%	0%	78%	22%	0%	100%	18
<i>25 to 34</i>	8%	43%	20%	8%	20%	100%	49
<i>35 to 54</i>	15%	33%	36%	15%	1%	100%	123
<i>55 to 64</i>	16%	21%	44%	14%	5%	100%	43
<i>65 to 74</i>	16%	32%	45%	6%	0%	100%	31
<i>75+</i>	21%	24%	50%	2%	2%	100%	42
<b>Parental Status</b>							
<i>No children in hhld.</i>	15%	27%	43%	13%	2%	100%	195
<i>Children in hhld.</i>	12%	35%	35%	7%	11%	100%	114
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	9%	29%	51%	11%	0%	100%	45
<i>6 to 10 yrs.</i>	17%	17%	44%	10%	13%	100%	48
<i>11+ yrs.</i>	15%	33%	37%	11%	4%	100%	212
<b>Income</b>							
<i>&lt;\$25k</i>	7%	23%	48%	13%	9%	100%	82
<i>\$25k to \$45k</i>	14%	29%	47%	8%	2%	100%	49
<i>\$45k to \$65k</i>	14%	43%	27%	16%	0%	100%	49
<i>\$65k to \$85k</i>	10%	41%	31%	5%	13%	100%	39
<i>\$85k to \$120k</i>	19%	25%	50%	6%	0%	100%	16
<i>\$120k+</i>	27%	38%	31%	4%	0%	100%	26
<b>Geographic Area</b>							
<i>Area 1</i>	21%	26%	46%	7%	0%	100%	57
<i>Area 2</i>	30%	30%	13%	26%	0%	100%	23
<i>Area 3</i>	0%	27%	73%	0%	0%	100%	15
<i>Area 4</i>	4%	48%	26%	4%	17%	100%	46
<i>Area 5</i>	23%	29%	26%	20%	3%	100%	35
<i>Area 6</i>	5%	39%	51%	5%	0%	100%	57
<i>Area 7</i>	7%	20%	47%	20%	7%	100%	15
<i>Area 8</i>	11%	15%	45%	19%	11%	100%	47

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Parks & Recreation: Condition of Rec. Centers							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>18%</b>	<b>37%</b>	<b>30%</b>	<b>13%</b>	<b>2%</b>	<b>100%</b>	<b>325</b>
<b>Gender</b>							
<i>Female</i>	17%	36%	34%	8%	4%	100%	166
<i>Male</i>	19%	36%	25%	20%	1%	100%	142
<b>Race</b>							
<i>White</i>	17%	35%	27%	17%	3%	100%	212
<i>African-American</i>	22%	46%	25%	7%	0%	100%	85
<i>Other</i>	0%	38%	63%	0%	0%	100%	8
<b>Age</b>							
<i>&lt;25</i>	22%	22%	56%	0%	0%	100%	18
<i>25 to 34</i>	13%	28%	26%	30%	2%	100%	53
<i>35 to 54</i>	18%	39%	27%	14%	3%	100%	131
<i>55 to 64</i>	20%	36%	30%	11%	2%	100%	44
<i>65 to 74</i>	18%	36%	36%	8%	3%	100%	39
<i>75+</i>	22%	46%	27%	2%	2%	100%	41
<b>Parental Status</b>							
<i>No children in hhld.</i>	20%	36%	32%	9%	2%	100%	206
<i>Children in hhld.</i>	15%	37%	26%	19%	3%	100%	119
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	15%	38%	32%	15%	0%	100%	47
<i>6 to 10 yrs.</i>	15%	31%	29%	21%	4%	100%	52
<i>11+ yrs.</i>	19%	37%	30%	11%	3%	100%	223
<b>Income</b>							
<i>&lt;\$25k</i>	18%	30%	35%	16%	1%	100%	83
<i>\$25k to \$45k</i>	24%	39%	27%	8%	2%	100%	51
<i>\$45k to \$65k</i>	16%	47%	29%	6%	2%	100%	49
<i>\$65k to \$85k</i>	8%	38%	28%	23%	3%	100%	39
<i>\$85k to \$120k</i>	15%	46%	8%	27%	4%	100%	26
<i>\$120k+</i>	32%	29%	18%	14%	7%	100%	28
<b>Geographic Area</b>							
<i>Area 1</i>	21%	33%	33%	11%	2%	100%	63
<i>Area 2</i>	20%	56%	12%	8%	4%	100%	25
<i>Area 3</i>	10%	30%	45%	10%	5%	100%	20
<i>Area 4</i>	9%	60%	11%	18%	2%	100%	45
<i>Area 5</i>	25%	28%	28%	18%	3%	100%	40
<i>Area 6</i>	13%	36%	45%	4%	2%	100%	55
<i>Area 7</i>	12%	53%	29%	0%	6%	100%	17
<i>Area 8</i>	23%	19%	27%	27%	4%	100%	52

*Bulleted sub-groups indicate significantly higher or lower ratings.*



Parks & Recreation: Overall Impressions							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>20%</b>	<b>46%</b>	<b>20%</b>	<b>10%</b>	<b>4%</b>	<b>100%</b>	<b>338</b>
<b>Gender</b>							
<i>Female</i>	23%	42%	22%	12%	2%	100%	172
<i>Male</i>	15%	51%	19%	9%	6%	100%	151
<b>Race</b>							
<i>White</i>	20%	48%	21%	6%	5%	100%	232
<i>African-American</i>	21%	49%	13%	17%	0%	100%	82
<i>Other</i>	14%	57%	29%	0%	0%	100%	7
<b>Age</b>							
<i>&lt;25</i>	22%	67%	11%	0%	0%	100%	18
<i>25 to 34</i>	13%	40%	15%	20%	13%	100%	55
<i>35 to 54</i>	17%	44%	25%	13%	2%	100%	133
<i>55 to 64</i>	26%	51%	17%	4%	2%	100%	47
<i>65 to 74</i>	26%	46%	21%	5%	3%	100%	39
<i>75+</i>	29%	47%	20%	2%	2%	100%	45
<b>Parental Status</b>							
<i>No children in hhld.</i>	20%	51%	20%	6%	2%	100%	222
<i>Children in hhld.</i>	20%	38%	20%	16%	6%	100%	116
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	28%	36%	28%	9%	0%	100%	47
<i>6 to 10 yrs.</i>	22%	35%	20%	11%	13%	100%	55
<i>11+ yrs.</i>	18%	52%	18%	10%	2%	100%	232
<b>Income</b>							
<i>&lt;\$25k</i>	15%	48%	12%	17%	9%	100%	82
<i>\$25k to \$45k</i>	36%	45%	11%	6%	2%	100%	47
<i>\$45k to \$65k</i>	20%	57%	18%	5%	0%	100%	56
<i>\$65k to \$85k</i>	12%	48%	21%	14%	5%	100%	42
<i>\$85k to \$120k</i>	17%	53%	27%	3%	0%	100%	30
<i>\$120k+</i>	30%	40%	27%	3%	0%	100%	30
<b>Geographic Area</b>							
<i>Area 1</i>	25%	42%	23%	9%	0%	100%	64
<i>Area 2</i>	18%	50%	11%	21%	0%	100%	28
<i>Area 3</i>	35%	20%	40%	5%	0%	100%	20
<i>Area 4</i>	12%	59%	12%	2%	16%	100%	51
<i>Area 5</i>	27%	39%	23%	5%	7%	100%	44
<i>Area 6</i>	12%	56%	25%	6%	2%	100%	52
<i>Area 7</i>	21%	53%	11%	16%	0%	100%	19
<i>Area 8</i>	16%	45%	18%	20%	2%	100%	51

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Transportation: Quality of Streets						
	Excellent	Good	Fair	Poor	Total	n
<b>ALL INDIVIDUALS</b>	<b>3%</b>	<b>22%</b>	<b>33%</b>	<b>41%</b>	<b>100%</b>	<b>377</b>
<b>Gender</b>						
<i>Female</i>	2%	16%	37%	45%	100%	197
<i>Male</i>	5%	30%	30%	35%	100%	162
<b>Race</b>						
<i>White</i>	2%	22%	30%	46%	100%	256
<i>African-American</i>	7%	21%	43%	29%	100%	89
<i>Other</i>	8%	50%	25%	17%	100%	12
<b>Age</b>						
<i>&lt;25</i>	0%	44%	22%	33%	100%	18
<i>25 to 34</i>	8%	27%	26%	39%	100%	62
<i>35 to 54</i>	4%	22%	33%	40%	100%	144
<i>55 to 64</i>	4%	18%	33%	45%	100%	49
<i>65 to 74</i>	0%	18%	40%	42%	100%	45
<i>75+</i>	2%	15%	39%	44%	100%	59
<b>Parental Status</b>						
<i>No children in hhld.</i>	3%	20%	35%	42%	100%	254
<i>Children in hhld.</i>	4%	26%	30%	40%	100%	123
<b>Tenure in Community</b>						
<i>0 to 5 yrs.</i>	8%	18%	35%	38%	100%	60
<i>6 to 10 yrs.</i>	2%	42%	23%	33%	100%	60
<i>11+ yrs.</i>	3%	18%	35%	44%	100%	251
<b>Income</b>						
<i>&lt;\$25k</i>	0%	22%	36%	42%	100%	92
<i>\$25k to \$45k</i>	6%	24%	31%	39%	100%	54
<i>\$45k to \$65k</i>	3%	16%	27%	53%	100%	62
<i>\$65k to \$85k</i>	2%	40%	21%	37%	100%	43
<i>\$85k to \$120k</i>	0%	20%	31%	49%	100%	35
<i>\$120k+</i>	13%	22%	28%	38%	100%	32
<b>Geographic Area</b>						
<i>Area 1</i>	4%	21%	25%	49%	100%	71
<i>Area 2</i>	0%	17%	28%	55%	100%	29
<i>Area 3</i>	0%	25%	40%	35%	100%	20
<i>Area 4</i>	0%	30%	34%	36%	100%	53
<i>Area 5</i>	4%	19%	50%	27%	100%	48
<i>Area 6</i>	3%	29%	30%	39%	100%	70
<i>Area 7</i>	0%	9%	45%	45%	100%	22
<i>Area 8</i>	6%	19%	31%	44%	100%	52
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>						

Transportation: Quality of Sidewalks						
	Excellent	Good	Fair	Poor	Total	n
<b>ALL INDIVIDUALS</b>	<b>4%</b>	<b>25%</b>	<b>52%</b>	<b>19%</b>	<b>100%</b>	<b>362</b>
<b>Gender</b>						
<i>Female</i>	3%	26%	51%	20%	100%	187
<i>Male</i>	4%	24%	54%	18%	100%	157
<b>Race</b>						
<i>White</i>	3%	24%	55%	19%	100%	242
<i>African-American</i>	7%	26%	49%	18%	100%	89
<i>Other</i>	0%	58%	33%	8%	100%	12
<b>Age</b>						
<i>&lt;25</i>	0%	0%	100%	0%	100%	14
<i>25 to 34</i>	10%	26%	51%	13%	100%	61
<i>35 to 54</i>	4%	21%	52%	23%	100%	141
<i>55 to 64</i>	2%	33%	45%	20%	100%	49
<i>65 to 74</i>	2%	30%	52%	16%	100%	44
<i>75+</i>	2%	30%	46%	22%	100%	54
<b>Parental Status</b>						
<i>No children in hhld.</i>	3%	26%	52%	19%	100%	239
<i>Children in hhld.</i>	4%	24%	54%	18%	100%	123
<b>Tenure in Community</b>						
<i>0 to 5 yrs.</i>	9%	34%	45%	11%	100%	53
<i>6 to 10 yrs.</i>	2%	32%	50%	17%	100%	60
<i>11+ yrs.</i>	3%	22%	55%	21%	100%	244
<b>Income</b>						
<i>&lt;\$25k</i>	0%	22%	59%	19%	100%	91
<i>\$25k to \$45k</i>	7%	31%	41%	20%	100%	54
<i>\$45k to \$65k</i>	5%	23%	52%	20%	100%	56
<i>\$65k to \$85k</i>	2%	24%	56%	17%	100%	41
<i>\$85k to \$120k</i>	0%	18%	59%	24%	100%	34
<i>\$120k+</i>	10%	23%	42%	26%	100%	31
<b>Geographic Area</b>						
<i>Area 1</i>	6%	31%	38%	25%	100%	68
<i>Area 2</i>	0%	14%	54%	32%	100%	28
<i>Area 3</i>	0%	25%	60%	15%	100%	20
<i>Area 4</i>	2%	21%	63%	13%	100%	52
<i>Area 5</i>	4%	26%	53%	17%	100%	47
<i>Area 6</i>	3%	28%	62%	8%	100%	65
<i>Area 7</i>	0%	50%	27%	23%	100%	22
<i>Area 8</i>	4%	20%	48%	28%	100%	50
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>						

Transportation: Roadside Appearance						
	Excellent	Good	Fair	Poor	Total	n
<b>ALL INDIVIDUALS</b>	<b>10%</b>	<b>40%</b>	<b>38%</b>	<b>12%</b>	<b>100%</b>	<b>373</b>
<b>Gender</b>						
<i>Female</i>	6%	39%	39%	16%	100%	194
<i>Male</i>	15%	40%	37%	9%	100%	161
<b>Race</b>						
<i>White</i>	10%	42%	37%	12%	100%	255
<i>African-American</i>	9%	38%	39%	15%	100%	88
<i>Other</i>	25%	42%	25%	8%	100%	12
<b>Age</b>						
<i>&lt;25</i>	0%	42%	47%	11%	100%	19
<i>25 to 34</i>	22%	37%	35%	7%	100%	60
<i>35 to 54</i>	9%	38%	41%	13%	100%	143
<i>55 to 64</i>	10%	51%	22%	16%	100%	49
<i>65 to 74</i>	5%	41%	39%	16%	100%	44
<i>75+</i>	9%	38%	41%	13%	100%	56
<b>Parental Status</b>						
<i>No children in hhld.</i>	10%	41%	37%	12%	100%	251
<i>Children in hhld.</i>	11%	36%	39%	14%	100%	122
<b>Tenure in Community</b>						
<i>0 to 5 yrs.</i>	21%	26%	50%	3%	100%	58
<i>6 to 10 yrs.</i>	3%	66%	23%	8%	100%	61
<i>11+ yrs.</i>	9%	37%	38%	16%	100%	249
<b>Income</b>						
<i>&lt;\$25k</i>	3%	38%	45%	13%	100%	89
<i>\$25k to \$45k</i>	17%	43%	31%	9%	100%	54
<i>\$45k to \$65k</i>	14%	32%	43%	11%	100%	63
<i>\$65k to \$85k</i>	10%	55%	19%	17%	100%	42
<i>\$85k to \$120k</i>	6%	38%	53%	3%	100%	34
<i>\$120k+</i>	19%	39%	29%	13%	100%	31
<b>Geographic Area</b>						
<i>Area 1</i>	10%	49%	37%	4%	100%	71
<i>Area 2</i>	3%	41%	31%	24%	100%	29
<i>Area 3</i>	0%	43%	38%	19%	100%	21
<i>Area 4</i>	9%	38%	36%	17%	100%	53
<i>Area 5</i>	7%	30%	46%	17%	100%	46
<i>Area 6</i>	14%	41%	39%	6%	100%	70
<i>Area 7</i>	9%	27%	45%	18%	100%	22
<i>Area 8</i>	13%	38%	33%	15%	100%	52
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>						

## Transportation: Bus & Transit Services

	Excellent	Good	Fair	Poor	Total	n
<b>ALL INDIVIDUALS</b>	<b>14%</b>	<b>37%</b>	<b>32%</b>	<b>17%</b>	<b>100%</b>	<b>134</b>
<b>Gender</b>						
<i>Female</i>	8%	35%	38%	19%	100%	74
<i>Male</i>	22%	35%	25%	18%	100%	55
<b>Race</b>						
<i>White</i>	8%	45%	35%	12%	100%	51
<i>African-American</i>	22%	24%	35%	19%	100%	68
<i>Other</i>	0%	80%	20%	0%	100%	5
<b>Age</b>						
<i>&lt;25</i>	0%	0%	100%	0%	100%	4
<i>25 to 34</i>	13%	47%	33%	7%	100%	15
<i>35 to 54</i>	17%	35%	23%	25%	100%	65
<i>55 to 64</i>	14%	14%	52%	19%	100%	21
<i>65 to 74</i>	10%	60%	30%	0%	100%	10
<i>75+</i>	6%	61%	28%	6%	100%	18
<b>Parental Status</b>						
<i>No children in hhld.</i>	14%	38%	29%	18%	100%	78
<i>Children in hhld.</i>	14%	34%	36%	16%	100%	56
<b>Tenure in Community</b>						
<i>0 to 5 yrs.</i>	29%	6%	41%	24%	100%	17
<i>6 to 10 yrs.</i>	0%	55%	32%	14%	100%	22
<i>11+ yrs.</i>	15%	37%	32%	17%	100%	95
<b>Income</b>						
<i>&lt;\$25k</i>	2%	40%	38%	20%	100%	50
<i>\$25k to \$45k</i>	30%	20%	35%	15%	100%	20
<i>\$45k to \$65k</i>	15%	20%	55%	10%	100%	20
<i>\$65k to \$85k</i>	54%	23%	0%	23%	100%	13
<i>\$85k to \$120k</i>	0%	50%	50%	0%	100%	2
<i>\$120k+</i>	0%	40%	40%	20%	100%	5
<b>Geographic Area</b>						
<i>Area 1</i>	8%	31%	62%	0%	100%	13
<i>Area 2</i>	8%	46%	8%	38%	100%	13
<i>Area 3</i>	13%	13%	50%	25%	100%	8
<i>Area 4</i>	23%	50%	23%	4%	100%	26
<i>Area 5</i>	14%	57%	29%	0%	100%	14
<i>Area 6</i>	4%	52%	44%	0%	100%	25
<i>Area 7</i>	0%	11%	56%	33%	100%	9
<i>Area 8</i>	22%	17%	22%	39%	100%	18

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Planning & Development: Can Afford Housing							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>18%</b>	<b>43%</b>	<b>19%</b>	<b>14%</b>	<b>6%</b>	<b>100%</b>	<b>341</b>
<b>Gender</b>							
<i>Female</i>	13%	42%	19%	15%	10%	100%	172
<i>Male</i>	23%	42%	20%	13%	2%	100%	151
<b>Race</b>							
<i>White</i>	19%	50%	15%	13%	3%	100%	233
<i>African-American</i>	16%	33%	16%	21%	13%	100%	85
<i>Other</i>	0%	29%	57%	14%	0%	100%	7
<b>Age</b>							
<i>&lt;25</i>	11%	0%	44%	44%	0%	100%	18
<i>25 to 34</i>	23%	52%	2%	21%	2%	100%	56
<i>35 to 54</i>	18%	43%	21%	11%	7%	100%	137
<i>55 to 64</i>	13%	46%	17%	15%	10%	100%	48
<i>65 to 74</i>	17%	53%	19%	6%	6%	100%	36
<i>75+</i>	16%	43%	25%	7%	9%	100%	44
<b>Parental Status</b>							
<i>No children in hhld.</i>	17%	44%	23%	9%	7%	100%	222
<i>Children in hhld.</i>	19%	42%	12%	23%	4%	100%	119
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	18%	44%	24%	12%	2%	100%	50
<i>6 to 10 yrs.</i>	13%	47%	8%	30%	2%	100%	60
<i>11+ yrs.</i>	19%	42%	20%	11%	8%	100%	226
<b>Income</b>							
<i>&lt;\$25k</i>	5%	21%	32%	32%	10%	100%	87
<i>\$25k to \$45k</i>	13%	48%	13%	20%	7%	100%	46
<i>\$45k to \$65k</i>	26%	53%	11%	4%	6%	100%	53
<i>\$65k to \$85k</i>	24%	57%	14%	5%	0%	100%	42
<i>\$85k to \$120k</i>	29%	58%	10%	3%	0%	100%	31
<i>\$120k+</i>	39%	46%	11%	4%	0%	100%	28
<b>Geographic Area</b>							
<i>Area 1</i>	25%	42%	14%	17%	2%	100%	59
<i>Area 2</i>	17%	41%	14%	17%	10%	100%	29
<i>Area 3</i>	32%	42%	0%	26%	0%	100%	19
<i>Area 4</i>	30%	40%	6%	16%	8%	100%	50
<i>Area 5</i>	13%	67%	10%	10%	0%	100%	39
<i>Area 6</i>	10%	32%	44%	2%	13%	100%	62
<i>Area 7</i>	5%	43%	33%	10%	10%	100%	21
<i>Area 8</i>	9%	40%	25%	25%	2%	100%	53
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

## Planning & Development: Salisbury Getting Too Crowded

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>11%</b>	<b>25%</b>	<b>29%</b>	<b>30%</b>	<b>4%</b>	<b>100%</b>	<b>353</b>
<b>Gender</b>							
<i>Female</i>	9%	27%	28%	33%	3%	100%	177
<i>Male</i>	14%	24%	29%	28%	4%	100%	160
<b>Race</b>							
<i>White</i>	10%	22%	29%	36%	5%	100%	241
<i>African-American</i>	18%	33%	23%	24%	2%	100%	83
<i>Other</i>	0%	60%	40%	0%	0%	100%	10
<b>Age</b>							
<i>&lt;25</i>	22%	56%	0%	22%	0%	100%	18
<i>25 to 34</i>	22%	18%	18%	42%	0%	100%	60
<i>35 to 54</i>	10%	26%	33%	26%	6%	100%	141
<i>55 to 64</i>	10%	29%	25%	31%	4%	100%	48
<i>65 to 74</i>	5%	30%	30%	30%	5%	100%	40
<i>75+</i>	4%	16%	44%	31%	4%	100%	45
<b>Parental Status</b>							
<i>No children in hhld.</i>	11%	24%	31%	30%	4%	100%	233
<i>Children in hhld.</i>	13%	28%	26%	30%	3%	100%	120
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	14%	12%	33%	41%	0%	100%	51
<i>6 to 10 yrs.</i>	5%	25%	30%	37%	4%	100%	57
<i>11+ yrs.</i>	13%	29%	28%	26%	5%	100%	237
<b>Income</b>							
<i>&lt;\$25k</i>	12%	35%	31%	20%	1%	100%	89
<i>\$25k to \$45k</i>	16%	14%	32%	36%	2%	100%	50
<i>\$45k to \$65k</i>	9%	34%	23%	30%	4%	100%	56
<i>\$65k to \$85k</i>	18%	31%	23%	28%	0%	100%	39
<i>\$85k to \$120k</i>	3%	12%	18%	67%	0%	100%	33
<i>\$120k+</i>	3%	16%	25%	34%	22%	100%	32
<b>Geographic Area</b>							
<i>Area 1</i>	3%	22%	26%	45%	4%	100%	69
<i>Area 2</i>	7%	18%	36%	36%	4%	100%	28
<i>Area 3</i>	10%	14%	19%	48%	10%	100%	21
<i>Area 4</i>	15%	31%	27%	21%	6%	100%	52
<i>Area 5</i>	5%	28%	25%	43%	0%	100%	40
<i>Area 6</i>	8%	35%	35%	20%	2%	100%	65
<i>Area 7</i>	5%	16%	42%	32%	5%	100%	19
<i>Area 8</i>	33%	19%	29%	13%	6%	100%	52
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

Planning & Development: Traffic Flows Smoothly							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>7%</b>	<b>37%</b>	<b>19%</b>	<b>22%</b>	<b>15%</b>	<b>100%</b>	<b>365</b>
<b>Gender</b>							
<i>Female</i>	4%	38%	18%	24%	16%	100%	191
<i>Male</i>	10%	35%	20%	20%	14%	100%	155
<b>Race</b>							
<i>White</i>	5%	35%	16%	26%	17%	100%	257
<i>African-American</i>	15%	49%	15%	12%	10%	100%	82
<i>Other</i>	22%	22%	44%	11%	0%	100%	9
<b>Age</b>							
<i>&lt;25</i>	0%	18%	0%	36%	45%	100%	22
<i>25 to 34</i>	4%	44%	16%	16%	21%	100%	57
<i>35 to 54</i>	6%	33%	24%	25%	12%	100%	138
<i>55 to 64</i>	4%	37%	16%	22%	22%	100%	51
<i>65 to 74</i>	7%	49%	15%	24%	5%	100%	41
<i>75+</i>	20%	37%	20%	17%	6%	100%	54
<b>Parental Status</b>							
<i>No children in hhld.</i>	8%	36%	14%	26%	16%	100%	247
<i>Children in hhld.</i>	6%	38%	29%	14%	13%	100%	118
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	7%	42%	23%	12%	16%	100%	57
<i>6 to 10 yrs.</i>	3%	40%	28%	22%	7%	100%	60
<i>11+ yrs.</i>	8%	35%	15%	25%	17%	100%	242
<b>Income</b>							
<i>&lt;\$25k</i>	9%	30%	25%	18%	18%	100%	93
<i>\$25k to \$45k</i>	8%	48%	14%	16%	14%	100%	50
<i>\$45k to \$65k</i>	3%	40%	12%	27%	18%	100%	60
<i>\$65k to \$85k</i>	7%	43%	12%	21%	17%	100%	42
<i>\$85k to \$120k</i>	6%	39%	14%	36%	6%	100%	36
<i>\$120k+</i>	10%	39%	16%	23%	13%	100%	31
<b>Geographic Area</b>							
<i>Area 1</i>	9%	48%	19%	19%	6%	100%	69
<i>Area 2</i>	4%	15%	23%	27%	31%	100%	26
<i>Area 3</i>	5%	55%	0%	15%	25%	100%	20
<i>Area 4</i>	4%	33%	27%	21%	15%	100%	52
<i>Area 5</i>	4%	46%	9%	28%	13%	100%	46
<i>Area 6</i>	3%	37%	20%	31%	9%	100%	65
<i>Area 7</i>	23%	32%	18%	18%	9%	100%	22
<i>Area 8</i>	7%	20%	24%	20%	29%	100%	55
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							



Planning & Development: Comm'ty Appearance Important							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>53%</b>	<b>37%</b>	<b>10%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>382</b>
<b>Gender</b>							
<i>Female</i>	53%	37%	10%	0%	0%	100%	198
<i>Male</i>	53%	36%	11%	0%	0%	100%	165
<b>Race</b>							
<i>White</i>	55%	37%	8%	0%	0%	100%	261
<i>African-American</i>	51%	38%	11%	0%	0%	100%	90
<i>Other</i>	25%	58%	17%	0%	0%	100%	12
<b>Age</b>							
<i>&lt;25</i>	27%	55%	18%	0%	0%	100%	22
<i>25 to 34</i>	48%	40%	12%	0%	0%	100%	60
<i>35 to 54</i>	59%	30%	11%	0%	0%	100%	142
<i>55 to 64</i>	64%	34%	2%	0%	0%	100%	50
<i>65 to 74</i>	60%	29%	11%	0%	0%	100%	45
<i>75+</i>	43%	52%	5%	0%	0%	100%	60
<b>Parental Status</b>							
<i>No children in hhld.</i>	58%	37%	5%	0%	0%	100%	259
<i>Children in hhld.</i>	45%	37%	19%	0%	0%	100%	123
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	56%	34%	10%	0%	0%	100%	61
<i>6 to 10 yrs.</i>	44%	39%	16%	0%	0%	100%	61
<i>11+ yrs.</i>	55%	37%	8%	0%	0%	100%	255
<b>Income</b>							
<i>&lt;\$25k</i>	38%	43%	19%	0%	0%	100%	97
<i>\$25k to \$45k</i>	55%	38%	7%	0%	0%	100%	55
<i>\$45k to \$65k</i>	52%	44%	5%	0%	0%	100%	62
<i>\$65k to \$85k</i>	60%	33%	7%	0%	0%	100%	42
<i>\$85k to \$120k</i>	69%	29%	3%	0%	0%	100%	35
<i>\$120k+</i>	71%	29%	0%	0%	0%	100%	31
<b>Geographic Area</b>							
<i>Area 1</i>	54%	41%	6%	0%	0%	100%	71
<i>Area 2</i>	55%	45%	0%	0%	0%	100%	29
<i>Area 3</i>	60%	20%	20%	0%	0%	100%	20
<i>Area 4</i>	57%	28%	15%	0%	0%	100%	54
<i>Area 5</i>	49%	40%	11%	0%	0%	100%	45
<i>Area 6</i>	38%	54%	8%	0%	0%	100%	71
<i>Area 7</i>	61%	30%	9%	0%	0%	100%	23
<i>Area 8</i>	65%	25%	11%	0%	0%	100%	57
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

Planning & Development: Historic Preserv. Important							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	n
<b>ALL INDIVIDUALS</b>	<b>30%</b>	<b>40%</b>	<b>22%</b>	<b>5%</b>	<b>4%</b>	<b>100%</b>	<b>369</b>
<b>Gender</b>							
<i>Female</i>	30%	41%	24%	3%	3%	100%	187
<i>Male</i>	28%	38%	21%	7%	5%	100%	162
<b>Race</b>							
<i>White</i>	33%	40%	18%	5%	4%	100%	257
<i>African-American</i>	24%	47%	22%	5%	2%	100%	83
<i>Other</i>	8%	42%	42%	0%	8%	100%	12
<b>Age</b>							
<i>&lt;25</i>	27%	55%	18%	0%	0%	100%	22
<i>25 to 34</i>	28%	35%	25%	10%	2%	100%	60
<i>35 to 54</i>	30%	36%	24%	4%	5%	100%	139
<i>55 to 64</i>	36%	44%	12%	6%	2%	100%	50
<i>65 to 74</i>	29%	45%	21%	2%	2%	100%	42
<i>75+</i>	26%	43%	22%	4%	6%	100%	54
<b>Parental Status</b>							
<i>No children in hhld.</i>	33%	39%	19%	5%	4%	100%	249
<i>Children in hhld.</i>	23%	43%	27%	4%	3%	100%	120
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	25%	39%	34%	0%	2%	100%	59
<i>6 to 10 yrs.</i>	25%	39%	27%	8%	0%	100%	59
<i>11+ yrs.</i>	31%	41%	18%	5%	5%	100%	245
<b>Income</b>							
<i>&lt;\$25k</i>	23%	37%	31%	6%	3%	100%	90
<i>\$25k to \$45k</i>	33%	40%	25%	0%	2%	100%	55
<i>\$45k to \$65k</i>	37%	40%	18%	3%	2%	100%	60
<i>\$65k to \$85k</i>	28%	49%	12%	7%	5%	100%	43
<i>\$85k to \$120k</i>	30%	41%	8%	16%	5%	100%	37
<i>\$120k+</i>	29%	52%	13%	3%	3%	100%	31
<b>Geographic Area</b>							
<i>Area 1</i>	25%	42%	28%	3%	3%	100%	69
<i>Area 2</i>	30%	41%	30%	0%	0%	100%	27
<i>Area 3</i>	40%	50%	10%	0%	0%	100%	20
<i>Area 4</i>	33%	33%	20%	10%	4%	100%	51
<i>Area 5</i>	23%	49%	16%	5%	7%	100%	43
<i>Area 6</i>	17%	51%	27%	1%	4%	100%	71
<i>Area 7</i>	43%	29%	24%	0%	5%	100%	21
<i>Area 8</i>	39%	30%	17%	11%	4%	100%	54
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

## Planning & Development: Zoning Impressions

	Too Restrictive	About Right	Too Loose	Total	n
<b>ALL INDIVIDUALS</b>	<b>32%</b>	<b>56%</b>	<b>12%</b>	<b>100%</b>	<b>331</b>
<b>Gender</b>					
<i>Female</i>	25%	63%	11%	100%	169
<i>Male</i>	39%	48%	13%	100%	146
<b>Race</b>					
<i>White</i>	34%	52%	14%	100%	225
<i>African-American</i>	26%	66%	8%	100%	77
<i>Other</i>	22%	78%	0%	100%	9
<b>Age</b>					
<i>&lt;25</i>	44%	33%	22%	100%	18
<i>25 to 34</i>	24%	58%	18%	100%	55
<i>35 to 54</i>	38%	56%	6%	100%	126
<i>55 to 64</i>	24%	52%	24%	100%	46
<i>65 to 74</i>	24%	70%	5%	100%	37
<i>75+</i>	34%	57%	9%	100%	47
<b>Parental Status</b>					
<i>No children in hhld.</i>	36%	53%	11%	100%	221
<i>Children in hhld.</i>	24%	63%	14%	100%	110
<b>Tenure in Community</b>					
<i>0 to 5 yrs.</i>	28%	65%	7%	100%	46
<i>6 to 10 yrs.</i>	22%	52%	26%	100%	54
<i>11+ yrs.</i>	35%	55%	9%	100%	226
<b>Income</b>					
<i>&lt;\$25k</i>	34%	45%	21%	100%	85
<i>\$25k to \$45k</i>	20%	75%	6%	100%	51
<i>\$45k to \$65k</i>	33%	60%	8%	100%	52
<i>\$65k to \$85k</i>	39%	53%	8%	100%	38
<i>\$85k to \$120k</i>	29%	44%	26%	100%	34
<i>\$120k+</i>	32%	64%	4%	100%	25
<b>Geographic Area</b>					
<i>Area 1</i>	22%	73%	5%	100%	59
<i>Area 2</i>	41%	55%	5%	100%	22
<i>Area 3</i>	21%	68%	11%	100%	19
<i>Area 4</i>	17%	50%	33%	100%	48
<i>Area 5</i>	41%	51%	7%	100%	41
<i>Area 6</i>	33%	62%	5%	100%	60
<i>Area 7</i>	60%	35%	5%	100%	20
<i>Area 8</i>	35%	50%	15%	100%	52

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Police Services: Visibility in Neighborhood							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>27%</b>	<b>34%</b>	<b>21%</b>	<b>15%</b>	<b>4%</b>	<b>100%</b>	<b>375</b>
<b>Gender</b>							
<i>Female</i>	23%	40%	20%	16%	2%	100%	190
<i>Male</i>	30%	27%	22%	14%	6%	100%	164
<b>Race</b>							
<i>White</i>	24%	35%	21%	15%	6%	100%	254
<i>African-American</i>	38%	32%	11%	18%	1%	100%	88
<i>Other</i>	15%	23%	46%	15%	0%	100%	13
<b>Age</b>							
<i>&lt;25</i>	22%	0%	44%	33%	0%	100%	18
<i>25 to 34</i>	30%	37%	23%	3%	7%	100%	60
<i>35 to 54</i>	21%	32%	23%	21%	3%	100%	145
<i>55 to 64</i>	26%	40%	18%	10%	6%	100%	50
<i>65 to 74</i>	27%	43%	14%	14%	2%	100%	44
<i>75+</i>	38%	34%	14%	9%	5%	100%	56
<b>Parental Status</b>							
<i>No children in hhld.</i>	31%	35%	18%	13%	3%	100%	251
<i>Children in hhld.</i>	19%	31%	25%	19%	6%	100%	124
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	29%	33%	22%	16%	0%	100%	55
<i>6 to 10 yrs.</i>	22%	42%	22%	13%	2%	100%	60
<i>11+ yrs.</i>	27%	33%	20%	15%	5%	100%	252
<b>Income</b>							
<i>&lt;\$25k</i>	24%	30%	28%	18%	0%	100%	94
<i>\$25k to \$45k</i>	27%	38%	16%	18%	2%	100%	56
<i>\$45k to \$65k</i>	25%	47%	3%	17%	7%	100%	59
<i>\$65k to \$85k</i>	29%	39%	17%	5%	10%	100%	41
<i>\$85k to \$120k</i>	26%	18%	24%	26%	6%	100%	34
<i>\$120k+</i>	30%	40%	13%	7%	10%	100%	30
<b>Geographic Area</b>							
<i>Area 1</i>	26%	41%	16%	9%	7%	100%	68
<i>Area 2</i>	21%	41%	7%	31%	0%	100%	29
<i>Area 3</i>	20%	30%	10%	30%	10%	100%	20
<i>Area 4</i>	35%	20%	31%	13%	2%	100%	55
<i>Area 5</i>	27%	48%	14%	11%	0%	100%	44
<i>Area 6</i>	15%	34%	34%	13%	3%	100%	67
<i>Area 7</i>	32%	23%	27%	18%	0%	100%	22
<i>Area 8</i>	26%	32%	16%	18%	9%	100%	57

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Police Services: Familiarity/Approachability							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>25%</b>	<b>23%</b>	<b>35%</b>	<b>14%</b>	<b>4%</b>	<b>100%</b>	<b>341</b>
<b>Gender</b>							
<i>Female</i>	23%	24%	35%	16%	2%	100%	174
<i>Male</i>	25%	21%	36%	12%	6%	100%	150
<b>Race</b>							
<i>White</i>	21%	24%	35%	15%	4%	100%	225
<i>African-American</i>	36%	22%	25%	14%	3%	100%	87
<i>Other</i>	22%	33%	33%	11%	0%	100%	9
<b>Age</b>							
<i>&lt;25</i>	0%	44%	0%	33%	22%	100%	18
<i>25 to 34</i>	18%	11%	62%	9%	0%	100%	55
<i>35 to 54</i>	23%	22%	34%	18%	3%	100%	132
<i>55 to 64</i>	29%	31%	27%	7%	7%	100%	45
<i>65 to 74</i>	28%	30%	30%	10%	3%	100%	40
<i>75+</i>	39%	20%	29%	10%	2%	100%	49
<b>Parental Status</b>							
<i>No children in hhld.</i>	26%	25%	35%	10%	4%	100%	224
<i>Children in hhld.</i>	23%	19%	34%	21%	3%	100%	117
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	24%	26%	33%	17%	0%	100%	46
<i>6 to 10 yrs.</i>	23%	11%	57%	9%	0%	100%	56
<i>11+ yrs.</i>	25%	26%	30%	14%	6%	100%	234
<b>Income</b>							
<i>&lt;\$25k</i>	21%	27%	29%	18%	6%	100%	90
<i>\$25k to \$45k</i>	33%	22%	22%	20%	4%	100%	51
<i>\$45k to \$65k</i>	19%	28%	35%	11%	7%	100%	54
<i>\$65k to \$85k</i>	32%	21%	39%	5%	3%	100%	38
<i>\$85k to \$120k</i>	19%	10%	55%	13%	3%	100%	31
<i>\$120k+</i>	24%	32%	20%	20%	4%	100%	25
<b>Geographic Area</b>							
<i>Area 1</i>	36%	17%	32%	12%	3%	100%	59
<i>Area 2</i>	29%	32%	11%	21%	7%	100%	28
<i>Area 3</i>	14%	19%	10%	52%	5%	100%	21
<i>Area 4</i>	28%	16%	46%	8%	2%	100%	50
<i>Area 5</i>	16%	30%	47%	7%	0%	100%	43
<i>Area 6</i>	11%	37%	39%	11%	4%	100%	57
<i>Area 7</i>	39%	6%	44%	11%	0%	100%	18
<i>Area 8</i>	19%	19%	38%	15%	9%	100%	53

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Police Services: Quickness of Response							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>33%</b>	<b>30%</b>	<b>24%</b>	<b>8%</b>	<b>4%</b>	<b>100%</b>	<b>312</b>
<b>Gender</b>							
<i>Female</i>	29%	34%	26%	9%	3%	100%	158
<i>Male</i>	33%	28%	26%	7%	7%	100%	141
<b>Race</b>							
<i>White</i>	27%	33%	30%	7%	4%	100%	200
<i>African-American</i>	46%	29%	7%	11%	7%	100%	85
<i>Other</i>	50%	25%	17%	8%	0%	100%	12
<b>Age</b>							
<i>&lt;25</i>	0%	0%	71%	0%	29%	100%	14
<i>25 to 34</i>	25%	46%	29%	0%	0%	100%	48
<i>35 to 54</i>	30%	31%	23%	11%	5%	100%	125
<i>55 to 64</i>	36%	27%	18%	11%	7%	100%	44
<i>65 to 74</i>	46%	20%	26%	9%	0%	100%	35
<i>75+</i>	45%	32%	16%	5%	2%	100%	44
<b>Parental Status</b>							
<i>No children in hhld.</i>	35%	30%	24%	6%	4%	100%	207
<i>Children in hhld.</i>	30%	30%	25%	10%	5%	100%	105
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	27%	35%	32%	5%	0%	100%	37
<i>6 to 10 yrs.</i>	32%	40%	17%	11%	0%	100%	47
<i>11+ yrs.</i>	34%	28%	24%	8%	6%	100%	224
<b>Income</b>							
<i>&lt;\$25k</i>	34%	18%	27%	10%	11%	100%	82
<i>\$25k to \$45k</i>	45%	34%	14%	5%	2%	100%	44
<i>\$45k to \$65k</i>	18%	61%	8%	6%	6%	100%	49
<i>\$65k to \$85k</i>	32%	18%	42%	5%	3%	100%	38
<i>\$85k to \$120k</i>	36%	28%	32%	4%	0%	100%	25
<i>\$120k+</i>	33%	33%	25%	8%	0%	100%	24
<b>Geographic Area</b>							
<i>Area 1</i>	37%	39%	13%	11%	0%	100%	54
<i>Area 2</i>	43%	36%	4%	18%	0%	100%	28
<i>Area 3</i>	19%	44%	31%	6%	0%	100%	16
<i>Area 4</i>	52%	26%	10%	7%	5%	100%	42
<i>Area 5</i>	21%	30%	40%	7%	2%	100%	43
<i>Area 6</i>	18%	35%	40%	5%	2%	100%	57
<i>Area 7</i>	56%	13%	31%	0%	0%	100%	16
<i>Area 8</i>	20%	24%	31%	4%	20%	100%	45
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>							

Police Services: Viability in Commercial Districts							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>23%</b>	<b>45%</b>	<b>23%</b>	<b>6%</b>	<b>3%</b>	<b>100%</b>	<b>351</b>
<b>Gender</b>							
<i>Female</i>	19%	51%	21%	6%	2%	100%	177
<i>Male</i>	25%	40%	27%	4%	4%	100%	158
<b>Race</b>							
<i>White</i>	23%	44%	24%	6%	3%	100%	244
<i>African-American</i>	29%	42%	18%	8%	4%	100%	79
<i>Other</i>	17%	75%	8%	0%	0%	100%	12
<b>Age</b>							
<i>&lt;25</i>	0%	44%	56%	0%	0%	100%	18
<i>25 to 34</i>	25%	40%	23%	2%	10%	100%	60
<i>35 to 54</i>	22%	49%	23%	5%	0%	100%	132
<i>55 to 64</i>	30%	38%	23%	4%	4%	100%	47
<i>65 to 74</i>	28%	40%	20%	8%	5%	100%	40
<i>75+</i>	26%	51%	11%	13%	0%	100%	47
<b>Parental Status</b>							
<i>No children in hhld.</i>	26%	46%	21%	6%	1%	100%	227
<i>Children in hhld.</i>	19%	42%	27%	6%	6%	100%	124
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	28%	34%	32%	2%	4%	100%	50
<i>6 to 10 yrs.</i>	19%	47%	17%	7%	10%	100%	59
<i>11+ yrs.</i>	24%	46%	23%	6%	1%	100%	235
<b>Income</b>							
<i>&lt;\$25k</i>	8%	52%	24%	7%	9%	100%	87
<i>\$25k to \$45k</i>	36%	36%	16%	10%	2%	100%	50
<i>\$45k to \$65k</i>	23%	50%	20%	5%	2%	100%	56
<i>\$65k to \$85k</i>	29%	32%	37%	0%	2%	100%	41
<i>\$85k to \$120k</i>	27%	36%	27%	9%	0%	100%	33
<i>\$120k+</i>	23%	53%	20%	3%	0%	100%	30
<b>Geographic Area</b>							
<i>Area 1</i>	21%	52%	21%	6%	0%	100%	66
<i>Area 2</i>	31%	42%	27%	0%	0%	100%	26
<i>Area 3</i>	30%	25%	40%	5%	0%	100%	20
<i>Area 4</i>	36%	28%	21%	2%	13%	100%	47
<i>Area 5</i>	20%	51%	24%	2%	2%	100%	45
<i>Area 6</i>	14%	64%	17%	3%	3%	100%	66
<i>Area 7</i>	17%	56%	6%	22%	0%	100%	18
<i>Area 8</i>	21%	28%	36%	13%	2%	100%	53

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Police Services: Traffic Law Enforcement							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>22%</b>	<b>39%</b>	<b>23%</b>	<b>11%</b>	<b>4%</b>	<b>100%</b>	<b>343</b>
<b>Gender</b>							
<i>Female</i>	21%	41%	21%	10%	6%	100%	177
<i>Male</i>	23%	37%	26%	12%	2%	100%	147
<b>Race</b>							
<i>White</i>	21%	39%	21%	14%	5%	100%	234
<i>African-American</i>	33%	37%	21%	7%	2%	100%	82
<i>Other</i>	15%	38%	38%	8%	0%	100%	13
<b>Age</b>							
<i>&lt;25</i>	33%	67%	0%	0%	0%	100%	6
<i>25 to 34</i>	18%	33%	26%	19%	4%	100%	57
<i>35 to 54</i>	20%	43%	22%	11%	4%	100%	134
<i>55 to 64</i>	20%	37%	24%	12%	6%	100%	49
<i>65 to 74</i>	26%	44%	19%	7%	5%	100%	43
<i>75+</i>	33%	33%	23%	10%	2%	100%	52
<b>Parental Status</b>							
<i>No children in hhld.</i>	26%	40%	19%	9%	5%	100%	223
<i>Children in hhld.</i>	16%	38%	29%	15%	2%	100%	120
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	19%	49%	19%	9%	4%	100%	47
<i>6 to 10 yrs.</i>	15%	32%	31%	15%	7%	100%	59
<i>11+ yrs.</i>	25%	39%	21%	11%	4%	100%	232
<b>Income</b>							
<i>&lt;\$25k</i>	28%	29%	23%	18%	1%	100%	78
<i>\$25k to \$45k</i>	26%	44%	19%	7%	4%	100%	54
<i>\$45k to \$65k</i>	13%	46%	21%	9%	11%	100%	56
<i>\$65k to \$85k</i>	12%	39%	32%	15%	2%	100%	41
<i>\$85k to \$120k</i>	34%	41%	9%	16%	0%	100%	32
<i>\$120k+</i>	14%	39%	36%	4%	7%	100%	28
<b>Geographic Area</b>							
<i>Area 1</i>	20%	42%	33%	3%	2%	100%	66
<i>Area 2</i>	38%	21%	24%	7%	10%	100%	29
<i>Area 3</i>	20%	40%	15%	15%	10%	100%	20
<i>Area 4</i>	22%	41%	14%	22%	2%	100%	51
<i>Area 5</i>	24%	43%	17%	13%	2%	100%	46
<i>Area 6</i>	11%	55%	21%	6%	8%	100%	53
<i>Area 7</i>	44%	17%	11%	22%	6%	100%	18
<i>Area 8</i>	20%	31%	31%	14%	4%	100%	49

*Bulleted sub-groups indicate significantly higher or lower ratings.*



Police Services: Feeling of Safety							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>28%</b>	<b>42%</b>	<b>15%</b>	<b>9%</b>	<b>5%</b>	<b>100%</b>	<b>374</b>
<b>Gender</b>							
<i>Female</i>	31%	42%	12%	8%	6%	100%	192
<i>Male</i>	24%	41%	19%	10%	5%	100%	164
<b>Race</b>							
<i>White</i>	29%	43%	15%	9%	5%	100%	258
<i>African-American</i>	33%	43%	11%	7%	6%	100%	87
<i>Other</i>	17%	67%	0%	17%	0%	100%	12
<b>Age</b>							
<i>&lt;25</i>	18%	0%	36%	18%	27%	100%	22
<i>25 to 34</i>	33%	46%	19%	2%	0%	100%	57
<i>35 to 54</i>	20%	46%	17%	10%	6%	100%	143
<i>55 to 64</i>	25%	57%	4%	10%	4%	100%	51
<i>65 to 74</i>	35%	42%	7%	14%	2%	100%	43
<i>75+</i>	46%	34%	11%	7%	2%	100%	56
<b>Parental Status</b>							
<i>No children in hhld.</i>	33%	40%	12%	11%	4%	100%	252
<i>Children in hhld.</i>	19%	47%	20%	6%	8%	100%	122
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	29%	54%	5%	3%	8%	100%	59
<i>6 to 10 yrs.</i>	37%	39%	19%	5%	0%	100%	57
<i>11+ yrs.</i>	26%	40%	17%	11%	6%	100%	252
<b>Income</b>							
<i>&lt;\$25k</i>	27%	28%	24%	14%	7%	100%	94
<i>\$25k to \$45k</i>	26%	51%	8%	8%	8%	100%	53
<i>\$45k to \$65k</i>	35%	42%	8%	11%	3%	100%	62
<i>\$65k to \$85k</i>	19%	57%	19%	5%	0%	100%	42
<i>\$85k to \$120k</i>	32%	62%	3%	3%	0%	100%	34
<i>\$120k+</i>	34%	45%	17%	0%	3%	100%	29
<b>Geographic Area</b>							
<i>Area 1</i>	47%	38%	10%	3%	1%	100%	68
<i>Area 2</i>	21%	41%	21%	17%	0%	100%	29
<i>Area 3</i>	5%	43%	10%	5%	38%	100%	21
<i>Area 4</i>	24%	49%	22%	4%	2%	100%	55
<i>Area 5</i>	32%	47%	11%	6%	4%	100%	47
<i>Area 6</i>	21%	39%	23%	13%	4%	100%	70
<i>Area 7</i>	27%	45%	5%	23%	0%	100%	22
<i>Area 8</i>	25%	42%	13%	11%	9%	100%	55

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Police Services: Overall Impressions							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>29%</b>	<b>39%</b>	<b>19%</b>	<b>8%</b>	<b>5%</b>	<b>100%</b>	<b>367</b>
<b>Gender</b>							
<i>Female</i>	31%	36%	18%	10%	4%	100%	186
<i>Male</i>	26%	42%	20%	7%	6%	100%	160
<b>Race</b>							
<i>White</i>	28%	41%	20%	8%	3%	100%	252
<i>African-American</i>	36%	37%	4%	12%	11%	100%	83
<i>Other</i>	23%	54%	8%	15%	0%	100%	13
<b>Age</b>							
<i>&lt;25</i>	0%	44%	33%	0%	22%	100%	18
<i>25 to 34</i>	23%	50%	17%	8%	2%	100%	60
<i>35 to 54</i>	22%	36%	23%	12%	6%	100%	141
<i>55 to 64</i>	38%	42%	10%	8%	2%	100%	50
<i>65 to 74</i>	38%	43%	10%	5%	5%	100%	42
<i>75+</i>	49%	27%	20%	4%	0%	100%	55
<b>Parental Status</b>							
<i>No children in hhld.</i>	35%	41%	14%	5%	5%	100%	245
<i>Children in hhld.</i>	19%	35%	28%	15%	3%	100%	122
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	26%	49%	23%	2%	0%	100%	53
<i>6 to 10 yrs.</i>	27%	32%	27%	14%	0%	100%	59
<i>11+ yrs.</i>	30%	39%	16%	8%	7%	100%	249
<b>Income</b>							
<i>&lt;\$25k</i>	27%	35%	17%	9%	11%	100%	88
<i>\$25k to \$45k</i>	35%	45%	13%	5%	2%	100%	55
<i>\$45k to \$65k</i>	26%	48%	14%	7%	5%	100%	58
<i>\$65k to \$85k</i>	17%	46%	17%	20%	0%	100%	41
<i>\$85k to \$120k</i>	35%	44%	18%	3%	0%	100%	34
<i>\$120k+</i>	32%	42%	19%	6%	0%	100%	31
<b>Geographic Area</b>							
<i>Area 1</i>	35%	39%	17%	9%	0%	100%	69
<i>Area 2</i>	28%	38%	17%	14%	3%	100%	29
<i>Area 3</i>	11%	42%	42%	0%	5%	100%	19
<i>Area 4</i>	26%	39%	22%	7%	6%	100%	54
<i>Area 5</i>	40%	35%	12%	12%	2%	100%	43
<i>Area 6</i>	24%	49%	21%	0%	6%	100%	67
<i>Area 7</i>	38%	19%	33%	10%	0%	100%	21
<i>Area 8</i>	23%	40%	11%	11%	15%	100%	53

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Fire Services: Speed to Fire Emergencies							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>42%</b>	<b>37%</b>	<b>19%</b>	<b>1%</b>	<b>1%</b>	<b>100%</b>	<b>302</b>
<b>Gender</b>							
<i>Female</i>	46%	33%	19%	2%	0%	100%	152
<i>Male</i>	35%	42%	19%	1%	3%	100%	137
<b>Race</b>							
<i>White</i>	44%	38%	17%	1%	0%	100%	190
<i>African-American</i>	40%	36%	16%	4%	5%	100%	83
<i>Other</i>	33%	50%	17%	0%	0%	100%	12
<b>Age</b>							
<i>&lt;25</i>	44%	56%	0%	0%	0%	100%	18
<i>25 to 34</i>	14%	43%	43%	0%	0%	100%	51
<i>35 to 54</i>	35%	43%	15%	3%	4%	100%	113
<i>55 to 64</i>	55%	33%	12%	0%	0%	100%	42
<i>65 to 74</i>	63%	21%	13%	3%	0%	100%	38
<i>75+</i>	63%	20%	18%	0%	0%	100%	40
<b>Parental Status</b>							
<i>No children in hhld.</i>	49%	35%	15%	1%	0%	100%	196
<i>Children in hhld.</i>	28%	40%	25%	3%	4%	100%	106
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	48%	33%	20%	0%	0%	100%	40
<i>6 to 10 yrs.</i>	30%	43%	26%	0%	0%	100%	53
<i>11+ yrs.</i>	44%	36%	16%	2%	2%	100%	204
<b>Income</b>							
<i>&lt;\$25k</i>	40%	35%	16%	5%	5%	100%	88
<i>\$25k to \$45k</i>	56%	34%	10%	0%	0%	100%	41
<i>\$45k to \$65k</i>	51%	37%	12%	0%	0%	100%	49
<i>\$65k to \$85k</i>	31%	49%	20%	0%	0%	100%	35
<i>\$85k to \$120k</i>	40%	35%	25%	0%	0%	100%	20
<i>\$120k+</i>	45%	45%	10%	0%	0%	100%	20
<b>Geographic Area</b>							
<i>Area 1</i>	38%	49%	13%	0%	0%	100%	53
<i>Area 2</i>	64%	24%	0%	12%	0%	100%	25
<i>Area 3</i>	36%	64%	0%	0%	0%	100%	11
<i>Area 4</i>	22%	40%	36%	2%	0%	100%	45
<i>Area 5</i>	50%	35%	15%	0%	0%	100%	40
<i>Area 6</i>	31%	46%	24%	0%	0%	100%	59
<i>Area 7</i>	53%	18%	29%	0%	0%	100%	17
<i>Area 8</i>	51%	24%	16%	0%	9%	100%	45

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Fire Services: Speed to Non-Fire Emergencies							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>43%</b>	<b>33%</b>	<b>22%</b>	<b>2%</b>	<b>0%</b>	<b>100%</b>	<b>312</b>
<b>Gender</b>							
<i>Female</i>	50%	25%	23%	1%	1%	100%	159
<i>Male</i>	32%	43%	21%	4%	0%	100%	139
<b>Race</b>							
<i>White</i>	44%	35%	20%	1%	0%	100%	199
<i>African-American</i>	42%	34%	17%	7%	0%	100%	86
<i>Other</i>	36%	18%	45%	0%	0%	100%	11
<b>Age</b>							
<i>&lt;25</i>	56%	44%	0%	0%	0%	100%	18
<i>25 to 34</i>	13%	33%	54%	0%	0%	100%	46
<i>35 to 54</i>	35%	40%	19%	5%	1%	100%	120
<i>55 to 64</i>	52%	33%	12%	2%	0%	100%	42
<i>65 to 74</i>	66%	21%	11%	3%	0%	100%	38
<i>75+</i>	60%	19%	21%	0%	0%	100%	48
<b>Parental Status</b>							
<i>No children in hhld.</i>	49%	34%	14%	1%	0%	100%	207
<i>Children in hhld.</i>	30%	30%	36%	4%	0%	100%	105
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	43%	22%	35%	0%	0%	100%	37
<i>6 to 10 yrs.</i>	33%	43%	24%	0%	0%	100%	54
<i>11+ yrs.</i>	45%	32%	19%	3%	0%	100%	216
<b>Income</b>							
<i>&lt;\$25k</i>	43%	28%	22%	6%	1%	100%	90
<i>\$25k to \$45k</i>	60%	23%	16%	0%	0%	100%	43
<i>\$45k to \$65k</i>	48%	40%	12%	0%	0%	100%	50
<i>\$65k to \$85k</i>	24%	46%	30%	0%	0%	100%	37
<i>\$85k to \$120k</i>	35%	35%	30%	0%	0%	100%	20
<i>\$120k+</i>	36%	50%	14%	0%	0%	100%	22
<b>Geographic Area</b>							
<i>Area 1</i>	39%	44%	18%	0%	0%	100%	57
<i>Area 2</i>	74%	13%	13%	0%	0%	100%	23
<i>Area 3</i>	54%	46%	0%	0%	0%	100%	13
<i>Area 4</i>	22%	43%	29%	4%	2%	100%	49
<i>Area 5</i>	54%	30%	16%	0%	0%	100%	37
<i>Area 6</i>	29%	38%	33%	0%	0%	100%	58
<i>Area 7</i>	50%	11%	33%	6%	0%	100%	18
<i>Area 8</i>	51%	22%	18%	9%	0%	100%	45

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Fire Services: Effectiveness in Fire Education							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>35%</b>	<b>29%</b>	<b>30%</b>	<b>6%</b>	<b>0%</b>	<b>100%</b>	<b>316</b>
<b>Gender</b>							
<i>Female</i>	35%	26%	34%	4%	0%	100%	164
<i>Male</i>	32%	33%	26%	10%	0%	100%	135
<b>Race</b>							
<i>White</i>	31%	35%	28%	6%	0%	100%	203
<i>African-American</i>	48%	14%	29%	8%	0%	100%	85
<i>Other</i>	33%	50%	17%	0%	0%	100%	12
<b>Age</b>							
<i>&lt;25</i>	36%	45%	0%	18%	0%	100%	22
<i>25 to 34</i>	11%	16%	59%	14%	0%	100%	44
<i>35 to 54</i>	35%	28%	30%	7%	0%	100%	120
<i>55 to 64</i>	37%	37%	23%	2%	0%	100%	43
<i>65 to 74</i>	41%	28%	28%	3%	0%	100%	39
<i>75+</i>	49%	29%	22%	0%	0%	100%	45
<b>Parental Status</b>							
<i>No children in hhld.</i>	38%	35%	23%	4%	0%	100%	202
<i>Children in hhld.</i>	30%	18%	41%	11%	0%	100%	114
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	34%	20%	32%	15%	0%	100%	41
<i>6 to 10 yrs.</i>	24%	22%	51%	2%	0%	100%	49
<i>11+ yrs.</i>	38%	31%	25%	6%	0%	100%	221
<b>Income</b>							
<i>&lt;\$25k</i>	36%	28%	30%	6%	0%	100%	89
<i>\$25k to \$45k</i>	40%	32%	17%	11%	0%	100%	47
<i>\$45k to \$65k</i>	33%	28%	31%	7%	0%	100%	54
<i>\$65k to \$85k</i>	37%	26%	31%	6%	0%	100%	35
<i>\$85k to \$120k</i>	30%	45%	25%	0%	0%	100%	20
<i>\$120k+</i>	27%	32%	36%	5%	0%	100%	22
<b>Geographic Area</b>							
<i>Area 1</i>	34%	31%	33%	2%	0%	100%	61
<i>Area 2</i>	60%	20%	20%	0%	0%	100%	25
<i>Area 3</i>	7%	27%	27%	40%	0%	100%	15
<i>Area 4</i>	37%	19%	28%	16%	0%	100%	43
<i>Area 5</i>	33%	39%	25%	3%	0%	100%	36
<i>Area 6</i>	25%	42%	33%	0%	0%	100%	60
<i>Area 7</i>	42%	21%	37%	0%	0%	100%	19
<i>Area 8</i>	36%	19%	34%	11%	0%	100%	47

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Fire Services: Overall Impressions							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>43%</b>	<b>37%</b>	<b>18%</b>	<b>1%</b>	<b>0%</b>	<b>100%</b>	<b>352</b>
<b>Gender</b>							
<i>Female</i>	43%	38%	18%	1%	0%	100%	180
<i>Male</i>	40%	38%	19%	3%	0%	100%	156
<b>Race</b>							
<i>White</i>	40%	41%	18%	0%	0%	100%	235
<i>African-American</i>	53%	25%	18%	5%	0%	100%	85
<i>Other</i>	36%	55%	9%	0%	0%	100%	11
<b>Age</b>							
<i>&lt;25</i>	22%	56%	22%	0%	0%	100%	18
<i>25 to 34</i>	14%	47%	39%	0%	0%	100%	57
<i>35 to 54</i>	43%	39%	14%	4%	0%	100%	132
<i>55 to 64</i>	46%	41%	13%	0%	0%	100%	46
<i>65 to 74</i>	57%	25%	16%	2%	0%	100%	44
<i>75+</i>	63%	23%	13%	0%	0%	100%	52
<b>Parental Status</b>							
<i>No children in hhld.</i>	47%	37%	16%	0%	0%	100%	233
<i>Children in hhld.</i>	35%	38%	24%	3%	0%	100%	119
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	30%	41%	30%	0%	0%	100%	44
<i>6 to 10 yrs.</i>	33%	42%	25%	0%	0%	100%	57
<i>11+ yrs.</i>	47%	35%	16%	2%	0%	100%	244
<b>Income</b>							
<i>&lt;\$25k</i>	46%	30%	19%	5%	0%	100%	91
<i>\$25k to \$45k</i>	44%	35%	21%	0%	0%	100%	52
<i>\$45k to \$65k</i>	42%	42%	16%	0%	0%	100%	55
<i>\$65k to \$85k</i>	40%	40%	20%	0%	0%	100%	40
<i>\$85k to \$120k</i>	38%	44%	19%	0%	0%	100%	32
<i>\$120k+</i>	31%	54%	15%	0%	0%	100%	26
<b>Geographic Area</b>							
<i>Area 1</i>	42%	52%	6%	0%	0%	100%	67
<i>Area 2</i>	67%	19%	15%	0%	0%	100%	27
<i>Area 3</i>	26%	47%	26%	0%	0%	100%	19
<i>Area 4</i>	37%	33%	29%	2%	0%	100%	49
<i>Area 5</i>	49%	33%	18%	0%	0%	100%	45
<i>Area 6</i>	24%	60%	16%	0%	0%	100%	62
<i>Area 7</i>	70%	10%	20%	0%	0%	100%	20
<i>Area 8</i>	46%	19%	27%	8%	0%	100%	52

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Waste Collection: Trash Collection							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>51%</b>	<b>35%</b>	<b>4%</b>	<b>8%</b>	<b>1%</b>	<b>100%</b>	<b>376</b>
<b>Gender</b>							
<i>Female</i>	49%	36%	6%	8%	1%	100%	191
<i>Male</i>	52%	36%	2%	8%	2%	100%	165
<b>Race</b>							
<i>White</i>	54%	35%	2%	7%	2%	100%	254
<i>African-American</i>	52%	38%	2%	8%	0%	100%	88
<i>Other</i>	31%	23%	23%	23%	0%	100%	13
<b>Age</b>							
<i>&lt;25</i>	67%	11%	0%	22%	0%	100%	18
<i>25 to 34</i>	36%	58%	0%	7%	0%	100%	59
<i>35 to 54</i>	48%	34%	8%	9%	1%	100%	144
<i>55 to 64</i>	57%	29%	2%	8%	4%	100%	51
<i>65 to 74</i>	64%	27%	5%	2%	2%	100%	44
<i>75+</i>	55%	38%	0%	5%	2%	100%	58
<b>Parental Status</b>							
<i>No children in hhld.</i>	58%	33%	2%	5%	2%	100%	253
<i>Children in hhld.</i>	37%	40%	8%	14%	1%	100%	123
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	52%	34%	0%	14%	0%	100%	56
<i>6 to 10 yrs.</i>	47%	42%	3%	7%	0%	100%	59
<i>11+ yrs.</i>	53%	34%	5%	7%	2%	100%	253
<b>Income</b>							
<i>&lt;\$25k</i>	50%	39%	4%	7%	0%	100%	96
<i>\$25k to \$45k</i>	50%	30%	2%	18%	0%	100%	56
<i>\$45k to \$65k</i>	42%	41%	2%	12%	3%	100%	59
<i>\$65k to \$85k</i>	50%	38%	5%	8%	0%	100%	40
<i>\$85k to \$120k</i>	57%	40%	0%	3%	0%	100%	35
<i>\$120k+</i>	57%	37%	0%	0%	7%	100%	30
<b>Geographic Area</b>							
<i>Area 1</i>	59%	32%	6%	3%	0%	100%	71
<i>Area 2</i>	48%	45%	0%	7%	0%	100%	29
<i>Area 3</i>	35%	40%	0%	20%	5%	100%	20
<i>Area 4</i>	50%	37%	6%	6%	2%	100%	54
<i>Area 5</i>	55%	32%	6%	4%	2%	100%	47
<i>Area 6</i>	47%	36%	8%	9%	0%	100%	66
<i>Area 7</i>	41%	45%	0%	9%	5%	100%	22
<i>Area 8</i>	54%	30%	2%	13%	2%	100%	56

*Bulleted sub-groups indicate significantly higher or lower ratings.*

Waste Collection: Recycling							
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>39%</b>	<b>32%</b>	<b>11%</b>	<b>11%</b>	<b>7%</b>	<b>100%</b>	<b>360</b>
<b>Gender</b>							
<i>Female</i>	36%	32%	13%	12%	7%	100%	179
<i>Male</i>	40%	32%	11%	10%	7%	100%	164
<b>Race</b>							
<i>White</i>	39%	30%	9%	12%	10%	100%	242
<i>African-American</i>	40%	38%	10%	9%	2%	100%	87
<i>Other</i>	25%	33%	42%	0%	0%	100%	12
<b>Age</b>							
<i>&lt;25</i>	57%	14%	0%	0%	29%	100%	14
<i>25 to 34</i>	36%	36%	22%	5%	2%	100%	59
<i>35 to 54</i>	34%	35%	9%	16%	5%	100%	137
<i>55 to 64</i>	38%	26%	10%	10%	16%	100%	50
<i>65 to 74</i>	50%	31%	10%	5%	5%	100%	42
<i>75+</i>	41%	34%	7%	13%	5%	100%	56
<b>Parental Status</b>							
<i>No children in hhld.</i>	44%	32%	6%	10%	8%	100%	242
<i>Children in hhld.</i>	28%	31%	23%	13%	5%	100%	118
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	40%	42%	14%	2%	2%	100%	50
<i>6 to 10 yrs.</i>	40%	35%	12%	11%	2%	100%	57
<i>11+ yrs.</i>	39%	29%	11%	13%	9%	100%	247
<b>Income</b>							
<i>&lt;\$25k</i>	37%	33%	13%	10%	7%	100%	91
<i>\$25k to \$45k</i>	31%	33%	18%	12%	6%	100%	49
<i>\$45k to \$65k</i>	39%	33%	2%	19%	7%	100%	57
<i>\$65k to \$85k</i>	40%	25%	20%	8%	8%	100%	40
<i>\$85k to \$120k</i>	46%	34%	3%	9%	9%	100%	35
<i>\$120k+</i>	50%	30%	3%	7%	10%	100%	30
<b>Geographic Area</b>							
<i>Area 1</i>	38%	28%	13%	17%	4%	100%	69
<i>Area 2</i>	41%	31%	0%	17%	10%	100%	29
<i>Area 3</i>	31%	50%	0%	6%	13%	100%	16
<i>Area 4</i>	47%	36%	9%	6%	2%	100%	53
<i>Area 5</i>	50%	27%	11%	9%	2%	100%	44
<i>Area 6</i>	38%	37%	19%	5%	2%	100%	63
<i>Area 7</i>	22%	52%	0%	13%	13%	100%	23
<i>Area 8</i>	26%	23%	17%	15%	19%	100%	53

*Bulleted sub-groups indicate significantly higher or lower ratings.*



## Waste Collection: Yard Waste

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total	n
<b>ALL INDIVIDUALS</b>	<b>46%</b>	<b>33%</b>	<b>8%</b>	<b>9%</b>	<b>3%</b>	<b>100%</b>	<b>366</b>
<b>Gender</b>							
<i>Female</i>	47%	29%	10%	10%	4%	100%	186
<i>Male</i>	42%	40%	8%	9%	2%	100%	162
<b>Race</b>							
<i>White</i>	46%	34%	8%	8%	4%	100%	250
<i>African-American</i>	49%	31%	7%	10%	2%	100%	86
<i>Other</i>	25%	58%	17%	0%	0%	100%	12
<b>Age</b>							
<i>&lt;25</i>	44%	0%	33%	22%	0%	100%	18
<i>25 to 34</i>	29%	62%	0%	9%	0%	100%	58
<i>35 to 54</i>	43%	28%	12%	12%	5%	100%	141
<i>55 to 64</i>	54%	29%	4%	10%	2%	100%	48
<i>65 to 74</i>	55%	30%	9%	5%	2%	100%	44
<i>75+</i>	56%	35%	2%	2%	5%	100%	55
<b>Parental Status</b>							
<i>No children in hhld.</i>	51%	33%	8%	5%	4%	100%	243
<i>Children in hhld.</i>	36%	33%	10%	19%	2%	100%	123
<b>Tenure in Community</b>							
<i>0 to 5 yrs.</i>	45%	35%	6%	14%	0%	100%	51
<i>6 to 10 yrs.</i>	40%	45%	5%	5%	5%	100%	60
<i>11+ yrs.</i>	47%	30%	10%	10%	3%	100%	249
<b>Income</b>							
<i>&lt;\$25k</i>	45%	36%	10%	4%	5%	100%	92
<i>\$25k to \$45k</i>	47%	29%	4%	15%	5%	100%	55
<i>\$45k to \$65k</i>	39%	39%	9%	11%	2%	100%	56
<i>\$65k to \$85k</i>	51%	23%	8%	18%	0%	100%	39
<i>\$85k to \$120k</i>	34%	60%	3%	3%	0%	100%	35
<i>\$120k+</i>	45%	42%	3%	3%	6%	100%	31
<b>Geographic Area</b>							
<i>Area 1</i>	51%	40%	1%	4%	3%	100%	68
<i>Area 2</i>	48%	34%	10%	7%	0%	100%	29
<i>Area 3</i>	42%	21%	11%	21%	5%	100%	19
<i>Area 4</i>	40%	50%	8%	0%	2%	100%	52
<i>Area 5</i>	57%	27%	14%	0%	2%	100%	44
<i>Area 6</i>	45%	33%	8%	13%	2%	100%	64
<i>Area 7</i>	41%	23%	14%	0%	23%	100%	22
<i>Area 8</i>	36%	24%	13%	25%	2%	100%	55

*Bulleted sub-groups indicate significantly higher or lower ratings.*

City Employees: Are Courteous & Helpful					
	Always	Sometime	Never	Total	n
<b>ALL INDIVIDUALS</b>	<b>43%</b>	<b>53%</b>	<b>4%</b>	<b>100%</b>	<b>336</b>
<b>Gender</b>					
<i>Female</i>	43%	54%	4%	100%	171
<i>Male</i>	41%	54%	4%	100%	148
<b>Race</b>					
<i>White</i>	46%	49%	4%	100%	226
<i>African-American</i>	40%	60%	0%	100%	78
<i>Other</i>	27%	64%	9%	100%	11
<b>Age</b>					
<i>&lt;25</i>	0%	67%	33%	100%	18
<i>25 to 34</i>	20%	78%	2%	100%	54
<i>35 to 54</i>	43%	57%	1%	100%	127
<i>55 to 64</i>	49%	49%	2%	100%	47
<i>65 to 74</i>	63%	35%	3%	100%	40
<i>75+</i>	67%	27%	4%	100%	48
<b>Parental Status</b>					
<i>No children in hhld.</i>	49%	47%	4%	100%	227
<i>Children in hhld.</i>	32%	65%	3%	100%	109
<b>Tenure in Community</b>					
<i>0 to 5 yrs.</i>	50%	48%	0%	100%	48
<i>6 to 10 yrs.</i>	34%	64%	2%	100%	56
<i>11+ yrs.</i>	44%	52%	4%	100%	225
<b>Income</b>					
<i>&lt;\$25k</i>	35%	57%	8%	100%	88
<i>\$25k to \$45k</i>	50%	48%	2%	100%	52
<i>\$45k to \$65k</i>	33%	67%	0%	100%	54
<i>\$65k to \$85k</i>	34%	63%	0%	100%	32
<i>\$85k to \$120k</i>	58%	42%	0%	100%	31
<i>\$120k+</i>	62%	35%	4%	100%	26
<b>Geographic Area</b>					
<i>Area 1</i>	56%	43%	2%	100%	63
<i>Area 2</i>	45%	52%	3%	100%	29
<i>Area 3</i>	40%	45%	15%	100%	20
<i>Area 4</i>	27%	70%	2%	100%	44
<i>Area 5</i>	48%	50%	0%	100%	42
<i>Area 6</i>	32%	66%	2%	100%	56
<i>Area 7</i>	65%	35%	0%	100%	17
<i>Area 8</i>	42%	49%	9%	100%	53
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Budget Cost-Cutting: Parks & Recreation					
	Maintain	Reduce	Eliminate	Total	n
<b>ALL INDIVIDUALS</b>	<b>59%</b>	<b>40%</b>	<b>1%</b>	<b>100%</b>	<b>340</b>
<b>Gender</b>					
Female	65%	33%	2%	100%	175
Male	52%	47%	1%	100%	147
<b>Race</b>					
White	51%	47%	2%	100%	239
African-American	82%	18%	0%	100%	77
Other	60%	40%	0%	100%	5
<b>Age</b>					
<25	36%	64%	0%	100%	22
25 to 34	83%	17%	0%	100%	52
35 to 54	59%	40%	1%	100%	138
55 to 64	67%	31%	2%	100%	45
65 to 74	44%	53%	3%	100%	36
75+	41%	55%	5%	100%	44
<b>Parental Status</b>					
No children in hhld.	51%	47%	2%	100%	225
Children in hhld.	74%	26%	0%	100%	115
<b>Tenure in Community</b>					
0 to 5 yrs.	70%	28%	2%	100%	53
6 to 10 yrs.	61%	37%	2%	100%	59
11+ yrs.	55%	43%	2%	100%	224
<b>Income</b>					
<\$25k	68%	31%	1%	100%	81
\$25k to \$45k	60%	38%	2%	100%	47
\$45k to \$65k	54%	45%	2%	100%	56
\$65k to \$85k	67%	33%	0%	100%	39
\$85k to \$120k	33%	64%	3%	100%	33
\$120k+	60%	37%	3%	100%	30
<b>Geographic Area</b>					
Area 1	52%	47%	2%	100%	62
Area 2	52%	44%	4%	100%	27
Area 3	60%	40%	0%	100%	20
Area 4	57%	41%	2%	100%	46
Area 5	68%	33%	0%	100%	40
Area 6	52%	46%	2%	100%	63
Area 7	76%	24%	0%	100%	21
Area 8	60%	38%	2%	100%	50
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Budget Cost-Cutting: Street Maintenance					
	Maintain	Reduce	Eliminate	Total	n
<b>ALL INDIVIDUALS</b>	<b>92%</b>	<b>7%</b>	<b>1%</b>	<b>100%</b>	<b>362</b>
<b>Gender</b>					
Female	92%	7%	1%	100%	184
Male	92%	7%	1%	100%	160
<b>Race</b>					
White	92%	8%	0%	100%	251
African-American	91%	4%	5%	100%	82
Other	89%	11%	0%	100%	9
<b>Age</b>					
<25	100%	0%	0%	100%	23
25 to 34	95%	5%	0%	100%	59
35 to 54	86%	11%	3%	100%	142
55 to 64	96%	4%	0%	100%	45
65 to 74	95%	5%	0%	100%	41
75+	98%	2%	0%	100%	49
<b>Parental Status</b>					
No children in hhld.	96%	3%	1%	100%	242
Children in hhld.	83%	15%	2%	100%	120
<b>Tenure in Community</b>					
0 to 5 yrs.	92%	8%	0%	100%	59
6 to 10 yrs.	93%	7%	0%	100%	60
11+ yrs.	92%	7%	2%	100%	238
<b>Income</b>					
<\$25k	91%	5%	5%	100%	86
\$25k to \$45k	98%	2%	0%	100%	52
\$45k to \$65k	85%	15%	0%	100%	60
\$65k to \$85k	97%	3%	0%	100%	39
\$85k to \$120k	97%	3%	0%	100%	35
\$120k+	86%	14%	0%	100%	29
<b>Geographic Area</b>					
Area 1	91%	9%	0%	100%	66
Area 2	79%	21%	0%	100%	28
Area 3	90%	10%	0%	100%	20
Area 4	96%	0%	4%	100%	50
Area 5	86%	9%	5%	100%	43
Area 6	96%	4%	0%	100%	70
Area 7	95%	5%	0%	100%	21
Area 8	98%	2%	0%	100%	52
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Budget Cost-Cutting: Planning & Development					
	Maintain	Reduce	Eliminate	Total	n
<b>ALL INDIVIDUALS</b>	<b>44%</b>	<b>46%</b>	<b>10%</b>	<b>100%</b>	<b>347</b>
<b>Gender</b>					
<i>Female</i>	51%	41%	8%	100%	178
<i>Male</i>	38%	49%	13%	100%	151
<b>Race</b>					
<i>White</i>	37%	50%	13%	100%	240
<i>African-American</i>	60%	40%	0%	100%	81
<i>Other</i>	63%	38%	0%	100%	8
<b>Age</b>					
<i>&lt;25</i>	74%	0%	26%	100%	23
<i>25 to 34</i>	41%	50%	9%	100%	58
<i>35 to 54</i>	45%	47%	8%	100%	131
<i>55 to 64</i>	43%	51%	6%	100%	49
<i>65 to 74</i>	41%	51%	8%	100%	39
<i>75+</i>	35%	52%	13%	100%	46
<b>Parental Status</b>					
<i>No children in hhld.</i>	40%	48%	12%	100%	227
<i>Children in hhld.</i>	52%	43%	5%	100%	120
<b>Tenure in Community</b>					
<i>0 to 5 yrs.</i>	60%	33%	7%	100%	57
<i>6 to 10 yrs.</i>	38%	62%	0%	100%	58
<i>11+ yrs.</i>	41%	46%	13%	100%	227
<b>Income</b>					
<i>&lt;\$25k</i>	54%	35%	12%	100%	84
<i>\$25k to \$45k</i>	43%	49%	8%	100%	51
<i>\$45k to \$65k</i>	36%	50%	14%	100%	58
<i>\$65k to \$85k</i>	43%	55%	3%	100%	40
<i>\$85k to \$120k</i>	57%	33%	10%	100%	30
<i>\$120k+</i>	24%	66%	10%	100%	29
<b>Geographic Area</b>					
<i>Area 1</i>	41%	53%	7%	100%	59
<i>Area 2</i>	41%	48%	11%	100%	27
<i>Area 3</i>	53%	26%	21%	100%	19
<i>Area 4</i>	39%	47%	14%	100%	49
<i>Area 5</i>	44%	46%	10%	100%	41
<i>Area 6</i>	52%	42%	6%	100%	66
<i>Area 7</i>	59%	36%	5%	100%	22
<i>Area 8</i>	30%	57%	13%	100%	53
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Budget Cost-Cutting: Trash Collection					
	Maintain	Reduce	Eliminate	Total	n
<b>ALL INDIVIDUALS</b>	<b>92%</b>	<b>6%</b>	<b>2%</b>	<b>100%</b>	<b>362</b>
<b>Gender</b>					
Female	96%	4%	0%	100%	186
Male	87%	8%	4%	100%	158
<b>Race</b>					
White	90%	8%	2%	100%	253
African-American	98%	0%	3%	100%	80
Other	90%	10%	0%	100%	10
<b>Age</b>					
<25	83%	0%	17%	100%	23
25 to 34	82%	18%	0%	100%	60
35 to 54	94%	5%	1%	100%	140
55 to 64	96%	4%	0%	100%	46
65 to 74	98%	2%	0%	100%	42
75+	96%	2%	2%	100%	50
<b>Parental Status</b>					
No children in hhld.	90%	7%	3%	100%	243
Children in hhld.	96%	4%	0%	100%	119
<b>Tenure in Community</b>					
0 to 5 yrs.	97%	3%	0%	100%	60
6 to 10 yrs.	88%	12%	0%	100%	59
11+ yrs.	92%	5%	3%	100%	236
<b>Income</b>					
<\$25k	93%	1%	6%	100%	85
\$25k to \$45k	94%	6%	0%	100%	52
\$45k to \$65k	90%	10%	0%	100%	61
\$65k to \$85k	95%	5%	0%	100%	39
\$85k to \$120k	83%	17%	0%	100%	35
\$120k+	93%	7%	0%	100%	29
<b>Geographic Area</b>					
Area 1	95%	5%	0%	100%	65
Area 2	93%	7%	0%	100%	29
Area 3	100%	0%	0%	100%	20
Area 4	78%	18%	4%	100%	50
Area 5	95%	5%	0%	100%	42
Area 6	93%	6%	1%	100%	72
Area 7	95%	5%	0%	100%	20
Area 8	89%	4%	7%	100%	55
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Budget Cost-Cutting: Curbside Recycling					
	Maintain	Reduce	Eliminate	Total	n
<b>ALL INDIVIDUALS</b>	<b>53%</b>	<b>30%</b>	<b>17%</b>	<b>100%</b>	<b>357</b>
<b>Gender</b>					
<i>Female</i>	55%	34%	11%	100%	186
<i>Male</i>	47%	26%	26%	100%	155
<b>Race</b>					
<i>White</i>	48%	31%	21%	100%	251
<i>African-American</i>	57%	32%	11%	100%	79
<i>Other</i>	88%	13%	0%	100%	8
<b>Age</b>					
<i>&lt;25</i>	18%	64%	18%	100%	22
<i>25 to 34</i>	37%	33%	30%	100%	60
<i>35 to 54</i>	60%	29%	10%	100%	136
<i>55 to 64</i>	60%	22%	18%	100%	45
<i>65 to 74</i>	65%	19%	16%	100%	43
<i>75+</i>	53%	27%	20%	100%	49
<b>Parental Status</b>					
<i>No children in hhld.</i>	57%	27%	17%	100%	240
<i>Children in hhld.</i>	45%	36%	19%	100%	117
<b>Tenure in Community</b>					
<i>0 to 5 yrs.</i>	62%	24%	14%	100%	58
<i>6 to 10 yrs.</i>	45%	27%	28%	100%	60
<i>11+ yrs.</i>	52%	32%	16%	100%	235
<b>Income</b>					
<i>&lt;\$25k</i>	46%	31%	23%	100%	83
<i>\$25k to \$45k</i>	61%	31%	8%	100%	51
<i>\$45k to \$65k</i>	52%	32%	16%	100%	62
<i>\$65k to \$85k</i>	53%	28%	20%	100%	40
<i>\$85k to \$120k</i>	40%	29%	31%	100%	35
<i>\$120k+</i>	47%	33%	20%	100%	30
<b>Geographic Area</b>					
<i>Area 1</i>	52%	35%	13%	100%	63
<i>Area 2</i>	74%	19%	7%	100%	27
<i>Area 3</i>	52%	43%	5%	100%	21
<i>Area 4</i>	47%	23%	30%	100%	47
<i>Area 5</i>	60%	31%	10%	100%	42
<i>Area 6</i>	45%	38%	17%	100%	71
<i>Area 7</i>	55%	18%	27%	100%	22
<i>Area 8</i>	48%	25%	27%	100%	56
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Budget Cost-Cutting: Yard Waste Collection					
	Maintain	Reduce	Eliminate	Total	n
<b>ALL INDIVIDUALS</b>	<b>75%</b>	<b>20%</b>	<b>5%</b>	<b>100%</b>	<b>361</b>
<b>Gender</b>					
Female	73%	23%	4%	100%	186
Male	75%	18%	7%	100%	157
<b>Race</b>					
White	69%	24%	7%	100%	252
African-American	85%	15%	0%	100%	80
Other	89%	11%	0%	100%	9
<b>Age</b>					
<25	64%	0%	36%	100%	22
25 to 34	62%	28%	10%	100%	60
35 to 54	76%	23%	1%	100%	139
55 to 64	73%	24%	2%	100%	45
65 to 74	83%	14%	2%	100%	42
75+	82%	16%	2%	100%	51
<b>Parental Status</b>					
No children in hhld.	74%	19%	7%	100%	242
Children in hhld.	76%	23%	2%	100%	119
<b>Tenure in Community</b>					
0 to 5 yrs.	76%	14%	10%	100%	58
6 to 10 yrs.	77%	17%	7%	100%	60
11+ yrs.	73%	23%	3%	100%	236
<b>Income</b>					
<\$25k	88%	6%	6%	100%	85
\$25k to \$45k	80%	20%	0%	100%	50
\$45k to \$65k	49%	41%	10%	100%	63
\$65k to \$85k	82%	18%	0%	100%	39
\$85k to \$120k	65%	21%	15%	100%	34
\$120k+	71%	26%	3%	100%	31
<b>Geographic Area</b>					
Area 1	80%	18%	2%	100%	65
Area 2	81%	15%	4%	100%	27
Area 3	76%	24%	0%	100%	21
Area 4	73%	20%	8%	100%	51
Area 5	73%	28%	0%	100%	40
Area 6	63%	29%	9%	100%	70
Area 7	82%	14%	5%	100%	22
Area 8	78%	13%	9%	100%	55
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					



Budget Cost-Cutting: Police Services					
	Maintain	Reduce	Eliminate	Total	n
<b>ALL INDIVIDUALS</b>	<b>95%</b>	<b>4%</b>	<b>1%</b>	<b>100%</b>	<b>366</b>
<b>Gender</b>					
Female	94%	6%	0%	100%	189
Male	94%	3%	3%	100%	159
<b>Race</b>					
White	95%	3%	2%	100%	255
African-American	94%	6%	0%	100%	80
Other	91%	9%	0%	100%	11
<b>Age</b>					
<25	83%	0%	17%	100%	23
25 to 34	92%	8%	0%	100%	61
35 to 54	94%	6%	0%	100%	140
55 to 64	96%	4%	0%	100%	45
65 to 74	100%	0%	0%	100%	43
75+	100%	0%	0%	100%	52
<b>Parental Status</b>					
No children in hhld.	96%	3%	2%	100%	246
Children in hhld.	93%	8%	0%	100%	120
<b>Tenure in Community</b>					
0 to 5 yrs.	98%	2%	0%	100%	60
6 to 10 yrs.	97%	3%	0%	100%	60
11+ yrs.	93%	5%	2%	100%	241
<b>Income</b>					
<\$25k	90%	6%	5%	100%	86
\$25k to \$45k	98%	2%	0%	100%	52
\$45k to \$65k	92%	8%	0%	100%	62
\$65k to \$85k	98%	3%	0%	100%	40
\$85k to \$120k	100%	0%	0%	100%	35
\$120k+	97%	3%	0%	100%	30
<b>Geographic Area</b>					
Area 1	97%	3%	0%	100%	66
Area 2	89%	11%	0%	100%	28
Area 3	95%	5%	0%	100%	20
Area 4	96%	4%	0%	100%	51
Area 5	95%	5%	0%	100%	42
Area 6	97%	3%	0%	100%	71
Area 7	95%	5%	0%	100%	22
Area 8	89%	4%	7%	100%	54
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Budget Cost-Cutting: Fire Services					
	Maintain	Reduce	Eliminate	Total	n
<b>ALL INDIVIDUALS</b>	<b>98%</b>	<b>2%</b>	<b>0%</b>	<b>100%</b>	<b>358</b>
<b>Gender</b>					
Female	98%	2%	0%	100%	186
Male	98%	2%	0%	100%	154
<b>Race</b>					
White	98%	2%	0%	100%	248
African-American	98%	3%	0%	100%	80
Other	91%	9%	0%	100%	11
<b>Age</b>					
<25	100%	0%	0%	100%	23
25 to 34	96%	4%	0%	100%	56
35 to 54	96%	4%	0%	100%	137
55 to 64	100%	0%	0%	100%	45
65 to 74	100%	0%	0%	100%	43
75+	100%	0%	0%	100%	51
<b>Parental Status</b>					
No children in hhld.	100%	0%	0%	100%	238
Children in hhld.	95%	5%	0%	100%	120
<b>Tenure in Community</b>					
0 to 5 yrs.	100%	0%	0%	100%	59
6 to 10 yrs.	93%	7%	0%	100%	60
11+ yrs.	99%	1%	0%	100%	234
<b>Income</b>					
<\$25k	98%	2%	0%	100%	85
\$25k to \$45k	98%	2%	0%	100%	52
\$45k to \$65k	97%	3%	0%	100%	58
\$65k to \$85k	100%	0%	0%	100%	39
\$85k to \$120k	100%	0%	0%	100%	34
\$120k+	100%	0%	0%	100%	29
<b>Geographic Area</b>					
Area 1	97%	3%	0%	100%	66
Area 2	93%	7%	0%	100%	28
Area 3	100%	0%	0%	100%	19
Area 4	98%	2%	0%	100%	45
Area 5	100%	0%	0%	100%	43
Area 6	97%	3%	0%	100%	72
Area 7	100%	0%	0%	100%	21
Area 8	100%	0%	0%	100%	53
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Interest in Civic Volunteering					
	High	Medium	Low	Total	n
<b>ALL INDIVIDUALS</b>	<b>15%</b>	<b>37%</b>	<b>48%</b>	<b>100%</b>	<b>370</b>
<b>Gender</b>					
<i>Female</i>	14%	32%	54%	100%	192
<i>Male</i>	17%	41%	42%	100%	159
<b>Race</b>					
<i>White</i>	14%	36%	50%	100%	255
<i>African-American</i>	21%	40%	40%	100%	86
<i>Other</i>	0%	64%	36%	100%	11
<b>Age</b>					
<i>&lt;25</i>	0%	27%	73%	100%	22
<i>25 to 34</i>	28%	39%	33%	100%	61
<i>35 to 54</i>	14%	41%	45%	100%	139
<i>55 to 64</i>	29%	39%	33%	100%	49
<i>65 to 74</i>	7%	28%	65%	100%	46
<i>75+</i>	2%	33%	65%	100%	52
<b>Parental Status</b>					
<i>No children in hhld.</i>	15%	32%	53%	100%	247
<i>Children in hhld.</i>	15%	46%	38%	100%	123
<b>Tenure in Community</b>					
<i>0 to 5 yrs.</i>	10%	43%	48%	100%	61
<i>6 to 10 yrs.</i>	37%	41%	22%	100%	59
<i>11+ yrs.</i>	11%	34%	55%	100%	245
<b>Income</b>					
<i>&lt;\$25k</i>	14%	31%	55%	100%	93
<i>\$25k to \$45k</i>	8%	53%	40%	100%	53
<i>\$45k to \$65k</i>	18%	35%	47%	100%	62
<i>\$65k to \$85k</i>	24%	39%	37%	100%	41
<i>\$85k to \$120k</i>	20%	29%	51%	100%	35
<i>\$120k+</i>	29%	39%	32%	100%	31
<b>Geographic Area</b>					
<i>Area 1</i>	16%	34%	50%	100%	68
<i>Area 2</i>	26%	30%	44%	100%	27
<i>Area 3</i>	25%	45%	30%	100%	20
<i>Area 4</i>	13%	53%	35%	100%	55
<i>Area 5</i>	11%	36%	52%	100%	44
<i>Area 6</i>	10%	35%	55%	100%	71
<i>Area 7</i>	5%	33%	62%	100%	21
<i>Area 8</i>	18%	27%	55%	100%	55
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>					

Recently Visited City of Salisbury Website				
	Yes	No	Total	n
<b>ALL INDIVIDUALS</b>	<b>19%</b>	<b>81%</b>	<b>100%</b>	<b>388</b>
<b>Gender</b>				
<i>Female</i>	17%	83%	100%	200
<i>Male</i>	21%	79%	100%	167
<b>Race</b>				
<i>White</i>	23%	77%	100%	264
<i>African-American</i>	10%	90%	100%	90
<i>Other</i>	0%	100%	100%	12
<b>Age</b>				
<i>&lt;25</i>	0%	100%	100%	23
<i>25 to 34</i>	20%	80%	100%	61
<i>35 to 54</i>	27%	73%	100%	145
<i>55 to 64</i>	18%	82%	100%	51
<i>65 to 74</i>	17%	83%	100%	46
<i>75+</i>	3%	97%	100%	60
<b>Parental Status</b>				
<i>No children in hhld.</i>	17%	83%	100%	263
<i>Children in hhld.</i>	22%	78%	100%	125
<b>Tenure in Community</b>				
<i>0 to 5 yrs.</i>	18%	82%	100%	62
<i>6 to 10 yrs.</i>	25%	75%	100%	61
<i>11+ yrs.</i>	17%	83%	100%	257
<b>Income</b>				
<i>&lt;\$25k</i>	3%	97%	100%	98
<i>\$25k to \$45k</i>	11%	89%	100%	56
<i>\$45k to \$65k</i>	31%	69%	100%	64
<i>\$65k to \$85k</i>	27%	73%	100%	41
<i>\$85k to \$120k</i>	40%	60%	100%	35
<i>\$120k+</i>	35%	65%	100%	31
<b>Geographic Area</b>				
<i>Area 1</i>	19%	81%	100%	72
<i>Area 2</i>	17%	83%	100%	29
<i>Area 3</i>	35%	65%	100%	20
<i>Area 4</i>	15%	85%	100%	55
<i>Area 5</i>	30%	70%	100%	47
<i>Area 6</i>	19%	81%	100%	73
<i>Area 7</i>	5%	95%	100%	22
<i>Area 8</i>	12%	88%	100%	57
<i>Bulleted sub-groups indicate significantly higher or lower ratings.</i>				

## RESPONDENT COMMENTS

Respondents were asked what they liked best about Salisbury and what in Salisbury is in most need of improvement. Answers were transcribed as accurately as possible and not edited for spelling, grammar, or content. Comments printed in black were given by the respondent elsewhere on the survey. A complete listing of responses is provided on the following pages.

Like Best	Need Improvement	
small, safe, pretty	roads & speed in bridge & road work	~45-year-old female
small town & cost of living low, low crime rate	Road condition, cleaning of storm drains, many are blocked with debris.	~60-year-old female
Cosmopolitan opportunities in small town atmosphere	Retail Apparel & Specialty Food Shopping opportunities	~45-year-old female
All that it has to offer	streets & roads	~70-year-old female
Home town feel	Fix up some house in town - same store front on Main	~60-year-old
The People	Repaving the streets	~80-year-old female
Friendly – Culture – Churches	street repair	~80-year-old female
small-town atmosphere	roads [Traffic]: too much time spent on I-85 work for so little progress	~45-year-old female
size & location	price of water & sewer to high	~80-year-old male
people	curbside recycling	~60-year-old male
Location to large Metro Areas low taxes sense of community	retail shopping stores / additional new subdivisions	~30-year-old male
Its quiet, its scenery and food stores.	More jobs and affordable housing.	~45-year-old female
Small Community	Retail shops	~60-year-old male
Quality of life	More Business opprtunities/diversity	~45-year-old female
Size, Appeal, Geographic location	Streets, Taxes, Jobs	~60-year-old female
it home and quick	streets	~60-year-old male
being alive	street lights, police in my neighborhood more often specially at night	~45-year-old female
convienance	safety	~22-year-old female

Like Best	Need Improvement	
Resident for 53 yrs not a 'big city' atmosphere	attract more industries	~45-year-old male
Historic	Scum off streets	~22-year-old female
Peaceful clean & convenient	I am new to your community.	~60-year-old male
It is home		~80-year-old female
Small Town	Streets Unemployed Blacks	~60-year-old female
Town size – Community Spirit		~70-year-old female
Oct. Tour, Autumn Jubilee, Hometown Festivals	Street repair / letting new business in.	~60-year-old female
Small town atmosphere	New Jobs & industry	~80-year-old male
Easy Street	What is best for Salisbury and stop trying to approve personal issues & certain groups of people	~60-year-old male
small town atmosphere with some amenities of larger cities – symphony, Piedmont Players, colleges, etc–	condition of roads, k1-12 educational excellence (not buildings)	~45-year-old female
It's close location to Charlotte/ Winston/Greensboro	'New' Govt-Management	~80-year-old male
good town to raise children		~45-year-old male
n/a	n/a	~45-year-old female
note attached	note attached	~60-year-old female
Preservation of Historic Areas	shopping restaurants	~45-year-old female
Can't think of a thing	Outlying areas	~70-year-old male
Central to Big Cities	Business that employ	~45-year-old male
It's History	Condition of older neighborhood Inner City Decay!	~60-year-old male
clean safe community	Roads & Streets	~70-year-old male
Climate, everything needed is close by.	street conditions	~60-year-old female

Like Best	Need Improvement	
Relatively small, uncongested city	streets [Budget]: Reduce administration salaries	~60-year-old male
Great small town but not too small Great uptown area.	Street maintenance. Roadside maint. & clean up.	~45-year-old male
Quality of life Historic Preservation	Commercial Traffic through residential neighborhood (Hwy 90 - Confederate Ave) Lack of sidewalk near City Park	~45-year-old female
Friendly	The streets and railroads. I moved from here in 1991 returned 2003. The same streets & RR that were terrible then are still the same - never been touched. Shopping, more dept. stores, more selection, no more fast food places.	~60-year-old female
nice people	Bring people uptown	~80-year-old
Its size and friendliness	More commonsense at the highest levels, more conservative budget.	~80-year-old female
Size & Friendliness	Eliminate slum lords	~60-year-old male
different places to eat	pot holes & Highways	~60-year-old female
	Lower taxes - Spend wisely	~80-year-old male
Small town	Taxes are too High.	~70-year-old male
Location in state, good climate, good pleasant service from city, good hospital, close to large cities	an assessment of city taxes – can they be lower. [Planning]: trains cause traffic problems	~70-year-old female
downtown shops, no congestion, people	streets!	~45-year-old female
Historic & small town feeling	streets	~80-year-old male
Location in state	City manager and city emp. Downsize	~70-year-old male
Small town feeling	Street repair, Community Appearance, City Codes	~45-year-old female
Its Citizens	Taxes Lower - How much did this survey cost the taxpayers?	~60-year-old male
Small town community, freindly people	US Post Office too small	~60-year-old male



Like Best	Need Improvement	
I just like calling it home!	More & brighter street lights!!	~80-year-old female
Historical Properties	East Spencer	~45-year-old female
Home town	Road & police Chicken Street	~80-year-old male
comraderie of leaders creates a caring attitude pervavise	shopping, thoughtful planning for quality growth.	~60-year-old female
location and size	zoning too restrictive	~45-year-old male
I like the size of the City. The services the city provides for its people. Also the location in the state.	Just keep doing what your doing now.	~60-year-old male
Proximity to Charlotte	More neighborhood parks	~60-year-old male
location, historic downtown	downtown (more merchants and arts)	~30-year-old female
It a cleans area to live in and a good environment.	The ability to open more stores.	~30-year-old female
The arts and cultural events, almost no traffic jams	Roads	~70-year-old male
Small city, Access to major high-ways	Improve streets	~80-year-old male
The small town atmosphere but close to a larger city.	Roads, especially along Innes St. Down-town needs to more visually inviting. Better mall area and store selection. i.e. Target, Dilliards, Caucasion teen clothing stores.	~45-year-old female
	Bring in new shopping & business. Too many restrictions on businesses Lower tax rates on homeowners	~60-year-old female
Fulton St.	Traffic flow in East Innes	~60-year-old female
The small town atmosphere	Additional turn lane on Jake Alexanders going west onto Hwy 150 West. Also turn lanes into developments on Hwy 150 West.	~70-year-old male
Comfort of a small town	Roads	~60-year-old male
location between cities, small town values	streets and community services	~30-year-old female

Like Best	Need Improvement	
the people	less city ownership	~80-year-old male
location	entertainment/jobs	~30-year-old female
	Tim Russell – David Treme needs to go, they have no idea what is going on!! I promise I feel like many others. Our leaders suck!!	~45-year-old male
Home It's where I was born & raised	Move Salisbury Mall close to I-85	~70-year-old male
small town, beautiful churches, historic, convenient	schools, streets, clean-up	~70-year-old female
Born and raised here	Get rid of Drugs Dealers (Crack Heads) Get INS Officers [Police Services]: Salisbury is full of crack-heads	~45-year-old male
It's my home/Friends & Relatives live here	probably the worst roads & streets in surrounding area!!	~60-year-old male
Small town	streets, Paving, & General Keeping Clean	~80-year-old male
Historical aspects	More antique shops	~70-year-old female
Historical areas	traffic	~45-year-old female
It's location of Bigger Cities	streets	~45-year-old male
Historical aspects	More antique shops	~45-year-old male
I was born and raised in Salisbury	Jobs	~60-year-old male
Size – Beauty – friendliness	crime [Streets]: big hole in sidewalk corner Courcil & Depot St – I fell there	~70-year-old
The small town atmosphere, cultural opportunities		~80-year-old female
Everything – 3rd generation citizen	Taxation of property	~80-year-old female
Historic areas – hospital – walking areas	bike paths & sidewalks	~45-year-old female
Shopping	School	~45-year-old female

Like Best	Need Improvement	
Schools, Churches, Access to Parks	pot holes in roads.	~80-year-old
Its people		~60-year-old female
Accessability to Hwy's & Shopping	Road improvements & Time & quality of repairs	~70-year-old male
Keeping a small town atmosphere	streets & sidewalks [repair & clean]	~80-year-old
I don't know	roads	~30-year-old male
Its a quiet and very peaceful town	street maintenance	~45-year-old male
Small town environment	Street repairs, street lights, school superintendent, new city manager [Parks]: It used to be so much better. [Streets]: look at Jake Alexander's landscape. [Police Services]: We very rarely see police in our neighborhood	~60-year-old female
Humanisitic approach to citizens		~70-year-old male
The green grass	the traffic flow	~45-year-old female
	Recycling for all businesses in Salisbury	~45-year-old female
Fire dept, most city govt dept employees	city gov't, some street maintenance	~60-year-old male
walkability downtown	variety in business	~45-year-old female
The Progress it has made.	more snow moved off of side road	~60-year-old female
Friends & Family	Jobs	~60-year-old female
Small town atmosphere	Complete street work	~60-year-old female
not to big yet	more schools, salary increase for police & fireman	~70-year-old female
Salisbury is a pretty safe place to live	Housing for low income families & Jobs	~60-year-old female
It has been a good place to live and work	Communication	~70-year-old male

Like Best	Need Improvement	
Friendly People	Cleaness & More Police in the housing complex's	~60-year-old female
The size and the location in relation to other areas such as beach and Mountains and the weather	The down town area	~80-year-old male
Schools in the City, Civic Pride	Streets, Lighting, Traffic Flow	~60-year-old male
Price of housing	More shopping areas (larger & popular)	~45-year-old female
Small town with lots to offer in arts & shopping	we need our own school system	~30-year-old female
Nothing Impress that much at all.	Street maintenance	~45-year-old male
Small town atmosphere	needs to be growing developing community -> open mindedness in civic improvement not just historic preservation	~60-year-old female
Size and proximity to Charlotte	City streets need paved	~45-year-old male
The people	lower taxes	~45-year-old male
For the most the people, events, etc.	Some of the neighborhoods are bad! (long str.) [Police Services]: someone broke into our basement – first night in new house. [Recycling]: not very reliable.	~30-year-old female
	Street maintenance	~80-year-old male
pride in history, lovely citizens	community growth	~30-year-old female
Small town feeling w/ access to Big City Amenities	Road conditions, construction, traffic congestion	~30-year-old male
	Stop lights Jake & 150. e. Cullanias Dr. & Much Rd.	~70-year-old female
Quality of living	Flow of traffic on Innes St.	~80-year-old male
Close to bigger cities	More areas for people to be active. Bike paths, sidewalks, etc.	~30-year-old female
Small-town hassle-free living, historic atmosphere, friendly people, and Overton E.S.!	need more cute, quaint shops, restaurants, sidewalk cafe stuff downtown	~60-year-old female
People that live here.	streets need improvement	~60-year-old male

Like Best	Need Improvement	
the size	Professional careers	~30-year-old female
Historic Preservation	Keep alleys clean thats up to code too much trash in yards	~80-year-old female
location to I85	City streets & county streets	~30-year-old female
Downtown, cost-of-living except city-county tax rate, walkability, sense of community-neighborhood, arts	Stop Sprawl! focus on local businesses, better coordination of city-county resources e.g. animal control, more community events & festivals market conv. center gatherings [Zoning]: need mixed use [Police Services]: noise ordinance	~45-year-old male
I was born here	Drugs	~60-year-old female
Every place and things you need is easy to get to.	Good relationship with police instead of bully or scared one's	~60-year-old male
Downtown	Jobs, integration	~60-year-old female
Downtown	Housing	~30-year-old female
VA Hosp	emergency evac. plan in disaster	~60-year-old male
	tax to high	~70-year-old male
It's close to the mountains & beach	dress shops in town	~80-year-old
arts, history, Hurley Park	More tenants downtown, more arts	~45-year-old female
Low rent on a house	free summer program	~45-year-old female
Family lives here	Streets	~60-year-old female
Friendly town	More visibility of police in parking lots	~70-year-old female
Historic preservation	Areas of ruin in the city.	~45-year-old female
Climate	City spending	~60-year-old male
Historic neighborhoods	crime area, group homes, heavy cut-through traffic in historic neighborhoods	~45-year-old female
Decent city to reside in	County roads	~70-year-old female
don't know	don't know	~30-year-old male
small size		~70-year-old male

Like Best	Need Improvement	
	Better traffic flow	~80-year-old
friendly atmosphere	roads, school assignments	~45-year-old female
I have seen a positive City Council and City Manager	street need paving	~45-year-old male
Friendly people – safe place to live	Retail shopping – nice dept. store	~45-year-old female
Home town		~80-year-old female
Size – Not too big or small	Don't know	~70-year-old male
Historic section, VA facilities, College	road maintenance	~80-year-old female
Low crime rate, clean environment, friendly people	jobs factories	~45-year-old female
the people	attitude of City Council too many expensive studies a general election for the position of mayor of Salisbury	~45-year-old female
Small-town	Streets bridges & sidewalks	~45-year-old male
Close to family	road conditions, stores in downtown	~45-year-old male
flowers blooming		~80-year-old female
	New City Manager	~80-year-old
That I can go to places and not get rob or mob		~45-year-old female
	More upscale shopping Dillards etc. [Budget]: all are important – look for more efficient ways to do things without sacrificing current levels of service	~60-year-old male
Quaint town with some shops/restaurants – good schools.	streets - appearance of 85 bridge area vacant building detract	~30-year-old female
Small town feeling – quiet – peaceful	not sure	~45-year-old female
n/a	Roads	~45-year-old female
not too large	reduce city administration salaries too large, taxes too high, Get rid of Treme	~60-year-old female

Like Best	Need Improvement	
It is a good place to retire	School program for autistic children	~45-year-old female
small town but have thngs I need	Streets especially Brenner Ave	~30-year-old
location to other cities	streets	~60-year-old female
overall maintenance of the City		~45-year-old male
Size, Piedmont location	Economy, business development	~45-year-old female
Best trash collection	Sign laws [Planning: preservation] seems to be applied inconsistently such glass room on academy. [Zoning]: sign laws are a joke! Sign law enforcement has wasted unbelievable amounts of resources.	~60-year-old
State local and small town feel.		~60-year-old male
Location	Activities especially for children	~30-year-old female
Grew up here – nice town	roads	~45-year-old
small town atmosphere, friendliness	streets, streets, streets	~80-year-old female
??? area easement	need more attractive department look	~45-year-old male
Living Environment	Stop buying real estate & filling the buildings with additional employees and raising taxes to cover.	~70-year-old male
Location & good friendly people	A City Council that understands correct timing to raise or not raise taxes!!	~70-year-old male
The big trees, beautiful buidlings and isn't a big town.	Enforcement and grass free sidewalks – back yard with discarded cans, tires and other things that should be in a junk yard.	~70-year-old female
Size of City of Salisbury	Crime Reduction.	~45-year-old male
size & Location to Winston-Salem-Charlotte	East Innes St.	~60-year-old male
Just a place to Live	Clean up - repair streets	~70-year-old female
Friendliness, colleges, churches	streets – potholes, etc.	~80-year-old female

Like Best	Need Improvement	
The quitness of the town	more police & bigger & better malls new stores	~60-year-old female
	school system	~70-year-old female
Good Doctors	new mayor and City Manager [Quality of Life: retire]: taxes too high	~70-year-old male
People & appearance	lower taxes - roads	~80-year-old female
'location' just the right size	roads/street maintance	~60-year-old female
The people, beauty, history	Retail shop	~80-year-old female
main st., shopping, clean	construction sites	~45-year-old female
	Keep City out of real estate no convention center.	~80-year-old male
Downtown	more outlining new housing	~45-year-old male
Reminds me of my hometown in Mass.	Speeding cars etc. on our streets, need 4-way stops or speed bumps please	~70-year-old female
close to everything	do away with slum lords, make them clean it up or sell the property	~45-year-old male
The people	Better streets, larger mall, lower taxes! lower water/sewer rates	~45-year-old female
Quality of LIfe	Maintain or lower r/e taxes	~80-year-old
Size climate	Better repair of streets, protection of neighborhoods from aggressive developers.	~70-year-old female
Historic districts & preservation	Downtown revitalization/downtown park	~45-year-old male
It has always been home.	A better mall.	~70-year-old female
New food choices	Stoplight @ new Wemat Exit from parking lot	~22-year-old female
Proximity to I-85	Overhaul city council, lessen traffic congestion, get bums/crackheads/idiots on bikes w/ no visible means of support off streets!	~30-year-old male
Small town advantages	The city needs to enforce it's ordinance in it's historical overlay districts and out of these districts but within the city.	~45-year-old female



Like Best	Need Improvement	
I feel the warmth of friends	prevention of crimes & none cooperation with school system of county & city	~80-year-old female
quiet	jobs	~80-year-old female
arts, shopping	more industry/jobs	~70-year-old male
It is at least 40 miles from Charlotte	New schools, not funded by a lottery.	~45-year-old male
No opinion	Street pavement, sidewalks & remove lane dividers on Brenner Ave (unsafe)	~60-year-old male
Not congested	not to reract?? home improvement in all areas	~80-year-old male
The possibility that it might grow, new restaurants keep lot sizes no less than 1/2 acre, raise minimum square footage	Look up - uptown, upgrade, upscale, a new mall, stop low income housing, put convention center at Park Ave. mill (it has a park, motel near 85 restaurants) Sidewalks on Newsome Rd.	~80-year-old female
	More eqaul opportunity less control by City govt. Less old money familys favored! [Parks: Gyms]: too many not available to less fortunate. [Budget]: over emphasis of Historic Preservation	~45-year-old female
Variety of goods & services, low crime rate.	street repair, less restrictive business ordinances.	~70-year-old male
small, home	streets and upper leadership pay for city manager too high	~70-year-old male
size	enforcement of speed limit W. Innes [Parks]: need a dog park	~60-year-old female
Location in state	streets	~70-year-old male
Downtown still active but needs maintenance & continued growth		~45-year-old female
Trees & appearance	no opinion	~70-year-old female
Nice living	no	~45-year-old male

Like Best	Need Improvement	
	Condition roads, more 'non' fast food restaurants We need more industrial jobs [Budget]: recycling and yard waste: there could be collection sites instead of a door to door service	~30-year-old female
it is a small friendly community.	Poor 1) Traffic flow with downtown streets closed and oneway streets 2) dire need of rehab and 1/2-way houses for the chemical dependent and housing for the poor & homeless. an open caring heart for the poor from the community & the churches – the poor are epidemic in Salisbury.	~60-year-old
Historic sites	roads	~45-year-old female
Medical care	Streets/Roads/more sidewalks	~80-year-old female
Location [in state of NC] Has a lot to offer	Streets repair, Extra long street lights on side streets – Wait 5 min or more	~80-year-old
Small town	Streets	~80-year-old female
Friendly, historic preservation	road quality	~45-year-old female
Historic downtown	Crosswalks & sidewalks from Ashbrook Rd. and Statevill Blvd. going up to the Salisbury mall.	~45-year-old female
Lots of history	Streets sidewalks some house on my street also the s???ng of the houses Needs an uplift or torn down to enforce the ????	~60-year-old female
nothing, need more jobs here	Roads & lower taxes!	~60-year-old female
It's not too much voilence and its a good place to live.	The pot holes & trimming trees [Planning: crowded]: mexicans	~60-year-old female
small town personal relaiton- ships with business, retailers and service provders	1) enforce speed limit on Innes/downtown & throughout city. 2) ban truck traffic through town [16 wheelers] esp. downtown. 3) adjust walk signs – need more time to cross.	~60-year-old female

Like Best	Need Improvement	
location climate landscape people	downtown, roads, streets, street lighting, the kind of taxes I pay I feel robbed. The economy is bad taxes should be cut and budget cuts should be appropriately made. My quality of life is going down in Salisbury.	~45-year-old male
Small and basically friendly. An hour travel time to other larger cities.	Community programs for all kids. Especially during the summer to keep them out of trouble.	~45-year-old female
whats here is close by	fix road surfaces, lower taxes. citywide speed limit of 25 mph	~60-year-old female
live close to my son. Lots of activities for seniors.	Need to enforce laws concerning junk and other articles (indoor furniture) on front porches and in yards. [Budget]: raise taxes to maintain these services if necessary	~70-year-old female
Nice people	Not enough visibility of police in my neighborhood.	~70-year-old female
	The bus station should be moved back to Salisbury.	~70-year-old male
Availability of cultural activities	Eqaulization of school facilities & equipment	~70-year-old female
The churches	Streets & Schools	~70-year-old female
Living outside of the city limits.	Losen restrictions so the city can develop in a normal way. Do away with historic society.	~70-year-old male
churches	jobs	~80-year-old female
Good eating places Somewhat quite city	Street lights Better retail clothing store Free youth programs for ????	~45-year-old female
The cultural amenities, people, beauty, size	Strong leadership by progressive & forward thinking people. Improve school sidewalks retaining Sal. High.	~70-year-old female
Friendliness of neighbors	lower taxes	~80-year-old male
Home – Small town atmosphere		~80-year-old female

Like Best	Need Improvement	
Size, historic preservation, variety of interest clubs, etc – good schools, efforts to racial harmony	more store selection, have enough restaurants	~70-year-old male
small town	construction on E. Innes & I-85 needs to be completed	~45-year-old female
small town feel	street repair/resurface	~45-year-old male
friendliness of residents even though they are over taxed	fat paychecks to City officials needs to be cut/ & taxes are too high for all that's not spent on Salisbury (goes to officials pay)	~45-year-old female
It has a history of good government!	Its streets are pathetic!	~80-year-old male
residential areas are quiet but yet has close access to downtown & other businesses	Roads	~45-year-old female
The schools and entire community	the streets need to be paved and rid of potholes.	~70-year-old female
1) Library History Room/Salisbury Military Prison history 2) Central location of city	1) Adequate medical care & facilities 2) Retailing – better quality	~60-year-old male
It's just the right size and has cultural events to offer at your doorstep.	Need of fine dining restaurants, also need an ordinance people allowing their dogs to relieve themselves on your property.	~60-year-old female
Historic preservation, beauty of some streets	Streets, Roads, Public housing	~45-year-old female
Low crime	Salisbury Street needs improvement	~60-year-old
People are nice and friendly	City streets	~80-year-old female
Golf courses	streets and roads	~70-year-old male
My family	Road construction needs to be planned better – completed in a more timely manner.	~30-year-old female
The weather, centrally located	Lowering property taxes.	~45-year-old male
nothing	Highways	~45-year-old female
It's home		~70-year-old female

Like Best	Need Improvement	
The way it's kept up and beautified with flowers, landscapes, etc, City Growth, History Preservation	Roads	~60-year-old female
despite my comments I just love the area	other than the roads, the counselors [Zoning]: I liked the chicken on top of Hendrix the city don't. [Budget]: If your budget is tight take in more people's property into the city. Right should help.	~45-year-old female
people	City, need jobs, need free things to do.	~45-year-old female
good	ok	~30-year-old female
The people, its diversity, the location	back alleys and bad roads (secondary)	~80-year-old
restaurants	streets need repaving	~70-year-old female
Hurley Park	Accessibility (sidewalks) – more inclusive (religion, race...) [Budget: police & fire]: Are you serious?! How can this even be a consideration? Eliminate them and then what?	~45-year-old female
Keep the Haspanic but I will like it	some of the road need Repair	female
my job is here	a stronger economic base	~60-year-old male
the people – their willingness to help each other	the roads, lower taxes	~60-year-old male
residential atmosphere	communication with constituents	~45-year-old male
I like the small town feel	better shopping facilities	~45-year-old female
cultural and fine arts, variety	stop wasteful spending, recruit industry and lower taxes.	~60-year-old male
my job	streets	~45-year-old female
The comic shop, Rainy Day Dream	less rednecks more small businesses	~22-year-old male
its proximity to mts. & major cities/ small town feel	streets/sidewalks/curbs/complete overhaul	~45-year-old male

Like Best	Need Improvement	
Hometown that is safe, growing, good police/city government	streets – Industry	~60-year-old female
quality of life	schools	~60-year-old male
the friendly people. The pride of the people about Salisbury	Innes St. Construction completed	~45-year-old male
My plans to move out of Salisbury	Stop buying real estate in City	~80-year-old female
Historic Preservation efforts	Efforts to maintain an attractive Main St – working with Building owners to keep even vacant buildings presentable – especially upper story windows, alleyways and rear entranceways.	~30-year-old female
Cultural opportunities and a safe community to live and work	Road Restoration	~60-year-old female
	more sidewalks – Better Greenway	~45-year-old male
People are friendly and helpful	Overgrown yards and vacant lots. Shrubs on street corners that impair a driver's vision.	~70-year-old female
History, quality of life, good place to raise children.		~45-year-old female
Is a nice small town	Diversity Awareness	~45-year-old male
Small, friendly people	roads, streets, traffic timing	~70-year-old male
the convenience	police more out	~80-year-old female
Small town feel, yet not 'hillbilly' atmosphere	streets & road maintenance	~45-year-old male
I like a small city – you do not have to drive miles & miles to get what you need.	Streets & roads, lower property taxes	~80-year-old female
quiet	good entertainment	~80-year-old male
cost of living	speeding in neighborhoods	~30-year-old female
	shopping	~70-year-old female
convenience	schools	~60-year-old female
Historical homes/neighborhoods	streets	~45-year-old female

Like Best	Need Improvement	
the emphasis on cultural & historic preservation & the arts.	Business, we simply must get more business in our town.	~45-year-old female
hometown atmosphere	shopping	~45-year-old female
	city streets	~60-year-old male
Beautiful City – friendly people	streets [Planning]: Need to check Paith Rd for clutter, Rats are running from next doors in my lot. [Police Services]: don't feel safe.	~70-year-old female
n/a	streets fixed	~80-year-old female
friendly people	streets	~60-year-old male
the arts & downtown Salisbury	More focus on 'progress' the act and the word. It feels like we only want what we have to be better without looking for more.	~45-year-old male
small town effect	Inner city traffic/parking. How about a parking garage?	~45-year-old male
	Getting more business or stores	~60-year-old male
no comment	streets – surface condition – potholes	~60-year-old male
	[Police: overall dissat]: as small as we are – they know drug dealers – this not stopped.	~60-year-old female
the people	roads	~45-year-old female
	The way police treatment of other races of people	~60-year-old male
The place I live	Sidewalk/potholes roads	~80-year-old female
police, fire department, good place to live	housing repair	~45-year-old female
climate	streets	~80-year-old female
downtown/historic area, arts	Downtown street activity	~60-year-old female
Salisbury has almost everything I need in a nice small package. Easy acces to I-85 & close to a major city.	Identifying locations in need of traffic lights.	~45-year-old male

Like Best	Need Improvement	
Assimilation of neighborhoods	Retail Commerce / School system	~45-year-old female
small town atmosphere	streets & some sidewalks	~70-year-old
friendly town	roads – uptown	~45-year-old male
It's a beautiful town, inexpensive, good stuff	Too much road construction	~30-year-old male
security		~80-year-old male
how pretty and clean it is		~45-year-old female
weather	roads	~80-year-old female
people	the streets	~30-year-old female
friendly people	city streets, city management	~70-year-old male
Its history and family	drug related crimes	~60-year-old female
the people – small town feeling	school discipline [not your field] [Police Services]: some do not look too good – way overweight. [City Employees]: It is impossible to get thru to talk about water bills.	~70-year-old female
it's historic, beautiful, and growing	jobs and employment	~22-year-old male
Everyone is friendly Convenience in everything!	Stop calling outside Salisbury for planning most everything – We have Salisburians who are capable to do certain jobs.	~70-year-old female
the interest in maintaining a city of neighborhoods & a variable downtown.		~45-year-old female
Historic district	Roads!	~45-year-old female
Historic & well kept neighborhoods		~80-year-old male
size	City manager position	~60-year-old male
Low in crime, good place to raise children.	Roads, streets and housing, schools.	~70-year-old female



Like Best	Need Improvement	
	Bring businesses to assist/build growth rate. No appreciation in home alues when all other communitis surrounding us saw increases in last 3 years of 40-60%	~45-year-old female
'small town' quality of life, commitment of leaders to improving Salisbury & what it has to offer its citizens	The area around E. Innes and I-85	~45-year-old female
Living close to family & friends	more family entertainment	~45-year-old male
Everything (we've lived here most of our lives)	Roads are really bad	~80-year-old male
Train Station is convenient	Old cars parked on lawns	~70-year-old female
Small/medium size city, low crime, friendly people.	Use of industrial park to create jobs.	~45-year-old male
Friendly town & growing (up-town)	streets	~60-year-old male
Friendly – Small town atmosphere	More high tech jobs [Waste Collection]: Yard waste not always picked up on scheduled day. Green containers sometimes left in street.	~80-year-old female
Peace & quietness	Jobs & Education & Equal Opportunity	~45-year-old female
people, shopping, restaurants, location to other large citys	to much crime!!! drugs	~45-year-old male
The library	zoning	~60-year-old female
Small town Community	New business opertunities Better small business/family run business ability to survive	~30-year-old female
location	Need more restrictive zoning	~60-year-old male
small town	Streets - why do you pay for having streets paved - in 6 monts they're already cracked and crumbling	~80-year-old female
	The black community	~45-year-old male
Small town atmosphere	Downtown business that will draw people to Salisbury make Salisbury a destination.	~45-year-old male

Like Best	Need Improvement	
Maintainance of history – down-town	please speed up road construction need more traffic lights	~45-year-old female
historic setting	Roads!	~45-year-old female
trees, historic area, cultural events	"you've heard this" – repaving of streets – old Mocksvilles Rd. is in bad need!	~70-year-old male
Small community conveniently located in NC	Road conditions – surfacing is poor, appears not to be complete	~45-year-old female
small town	Streets & traffic	~60-year-old male
The size – not too big – not too little	Quiet building condos, etc. Expecially cheap ones.	~80-year-old female
Its a friendly city and good place to live for 92 years.	Taking care of people out of work and all poor people at this time. [City Employees Courteous, Always]: Except City Manger	~80-year-old male
The mayor and concern about race relations	Jobs for 'the people'	~60-year-old male
Small town atmosphere	downtown streets, housing	~60-year-old
good neighborhoods, arts, viable downtown	Affordable low income housing & cleaning up of certain enighborhoods	~60-year-old female
family atmosphere, historic & arts, various churches	roads, flower gardens at intersections, increase police presence not in cars but phsyically in perosn, recruit new businesses, like to see police not smoke in public	~45-year-old female

## **APPENDIX I: METHODOLOGY**

## Methodology Overview

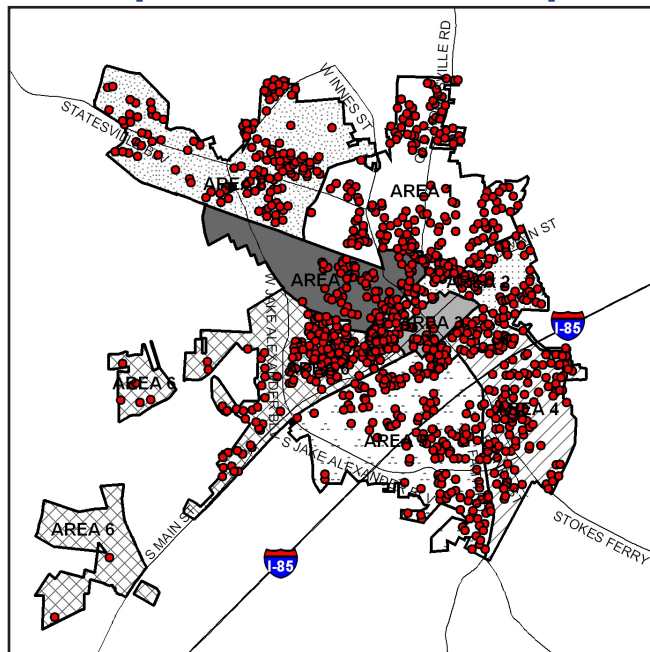
Through a competitive bid process, the City of Salisbury awarded the project to administer and analyze the 2004 Salisbury Citizen Survey to Nth-Degree Analytics, LLC, a private research firm specializing in local government surveys.

Working with representatives from the City of Salisbury, principally Mr. Evans Ballard in the City's Finance Department, Nth-Degree developed a cover letter and three-page survey questionnaire, which was printed on a double-sided 11"x17" sheet of paper and folded into a "booklet." The questionnaire, which was intentionally brief, was designed to elicit feedback on the general quality of life in the city and opinions on the main functions and services of the city government. In order to allay respondents' potential concerns and to address respondent's questions, the cover letter of the survey also included contact information for Mr. Ballard within the City offices and provided a web address that respondents could refer to for frequently asked questions. (A copy of the survey instrument is provided in Appendix II of this report.)

The sample for the survey was constructed from a random drawing of Salisbury residential addresses taken from the US Postal Service's Delivery Sequence Files. Constructing the sample from DSF files provides a more representative sample than alternative lists, such as utility bills, which can over-sample landlords and under-sample tenants and related populations. To ensure that all addresses in the sample were within Salisbury's city limits, the addresses were geocoded and culled by the City's GIS department. A total of 1,100 household addresses were included in the final sample.

To randomize within each household, the survey instrument requested that the questionnaire be filled out by the adult in the household who most recently celebrated a birthday.

**Map of Addresses in Sample**



Copies of the survey were printed, addressed, stamped, and assembled by Nth-Degree Analytics. At the end of July, the surveys were shipped in bulk to Mr. Ballard at the City of Salisbury, who passed the surveys to the Postal Service for individual delivery. To achieve the highest response rates possible, postage on the surveys and on the included reply envelopes was via first-class postage stamps.

A variety of methods – including advertising in the local paper and "Dillman multiple contact techniques" (mailed pre-announcement & reminder postcards) – were employed to maximize the survey's response rate given budget and time constraints. To further bolster response rates, the survey was mailed under the name of the City of Salisbury and returned to the City of Salisbury, rather than to Nth-Degree. Upon collecting the surveys, the City of Salisbury then

forwarded the surveys (unopened) to Nth-Degree for data entry and analysis. Data entry was performed via a high-speed document scanner and Optical Mark Recognition (OMR) software, followed by manual inspection to assure coding accuracy exceeding 99%.

By August 30th, a total of 389 completed or partially completed surveys had been returned. Excluding an additional 67 surveys that were returned as undeliverable (e.g., because of vacancy at the address), the survey obtained a response rate of 37.7%.

## Margin of Error

Based on the 389 responses to the survey, the 95% “margin of error” for the survey is calculated to be just under 5%, using the formula:

$$\text{finite population margin of error} = Z \sqrt{\frac{P_p(1 - P_p)(N - n)}{n(N - 1)}}$$

where  $Z$  is the number of standard deviations for the appropriate level of confidence ( $Z = 1.96$  for a 95% confidence level);  $P_p$  is the percentage value in the population (conservatively assumed to be  $P_p = 0.5$ );  $N$  is the size of the population ( $N = 28,000$ ); and  $n$  is the sample size ( $n = 389$ ).

With a 5% margin of error at a 95% confidence level, 95 out of 100 perfectly implemented surveys would generate estimates within the margin of error (5 percentage points) of the actual percentage in the population. For instance, if 70% of all residents in the population rated Salisbury favorably on an item, estimates of favorable support obtained from roughly 95 out of 100 surveys would be between 65% and 75%. Because of random sampling error, values calculated from 5 out of 100 surveys would be outside of this range.

The smaller the margin of error, the more confident one can be that the results are near the true value in the population – *assuming the sample was created by a perfect random draw from the population*. In actuality, this assumption is never fulfilled in survey research. Different types of people are more likely to agree to participate in a survey than others. Women, for instance, tend to respond to surveys at higher rates than men, and higher educated people tend to respond at higher rates than lower educated people. Distortions from this type of “participation bias” can quickly dwarf the size of the random sampling error that is the basis of the “margin of error.” Even though statistical techniques are employed to compensate for participation bias, these corrections are only approximate and are based on a series of assumptions. As such, the margin of error should be used judiciously when evaluating the overall accuracy of a survey.

Note also that when examining a subgroup in a sample, such as “males” or “African-Americans” or “respondents aged 25-34,” the sample size is the size of the subgroup, not the size of the entire sample. Thus, the margin of error for results of a particular subgroup will be considerably larger than the margin of error for results based on the entire sample.

## **Sample Weights**

Sample weights were used in the analyses to compensate for unequal participation opportunities and differential participation rates. Initial base weights were constructed proportionate to the number of adults in the household (since, for instance, an individual living in a household with three adults is only a third as likely to be given the opportunity to fill out a survey as an individual living alone). The base weights were then adjusted according to the distribution of age, race, and gender combinations as reported by the 2000 Census for Salisbury's population. Although the City of Salisbury has expanded its boundaries since the 2000 Census, it is assumed that the growth in Salisbury has not appreciably changed the distributional context of the population.

## **Statistical Software**

Statistical analyses were conducted using SPSS version 11.5.

## Methodological Summary

**Sponsor:** City of Salisbury (via a grant from the National Center for Civic Innovation)

**Sponsor Contact:** Mr. Evans Ballard  
Department of Finance  
City of Salisbury  
132 N. Main St.  
Salisbury, NC 28145

**Principal Investigator:** Dr. Greg D. Adams, Ph.D.  
Nth-Degree Analytics, LLC  
321 E. Main St., Ste 318  
Bozeman, MT 59715  
www.CivicAssessment.com  
(866) 308-6358

**Survey Target Population:** Residents of Salisbury, NC  
**Survey Sample:** Random households within Salisbury  
**Survey Format:** US Postal Mail  
**Date Administered:** July-August 2004

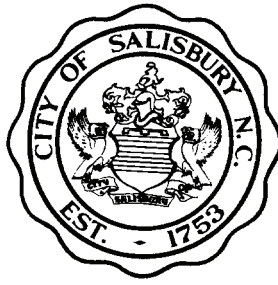
**Initial Sample Size:** 1,100 households

### Survey Response Rate:

	<u>Count</u>
Surveys Mailed	1,100
Postal Delivery Failure	67
Returned Blank	4
Returned At Least Partially Completed	389

## **APPENDIX II: SURVEY INSTRUMENT**





July 2004

Dear Salisbury Resident,

The City of Salisbury is conducting a survey to gauge citizens' perceptions of Salisbury's local government. Results of the survey help the city assess where it is performing well and where there is need for improvement. The survey is funded by a grant from the National Center for Civic Innovation and will be tabulated by Nth-Degree Analytics, a national, private research company. The survey findings will be made available to the public in a report issued in October.

Over one thousand local households, including yours, were randomly selected to receive this anonymous survey. In order for the results to be statistically valid, it is vital that we receive as many responses back as possible, and we gratefully appreciate your cooperation.

*To obtain a random, representative sample of respondents we ask that the adult in your household who most recently celebrated a birthday fill out the survey.* This helps ensure a better distribution of ages and genders in our sample.

If you have any questions about the survey or need assistance, please feel free to contact Evans Ballard in the City's Finance Department at (704) 216-2716. Alternatively, a list of responses to common questions is available on the City's website at: [www.salisburync.gov/survey.html](http://www.salisburync.gov/survey.html).

Thank you for your help.

Sincerely,

Susan W. Kluttz  
Mayor

P.S. We appreciate your returning the survey by **August 20<sup>th</sup>**. If this is not possible, however, we much prefer receiving your response late than not at all.

Thank you for your assistance. Please fill in the oval that best describes your opinion on the items below. In marking your response, please fill in the oval entirely, rather than marking an 'x' or check mark.



## City of Salisbury Amenities

### Quality of Life

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
The Salisbury-Rowan local economy is improving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The city government is responsive to neighborhood needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury is an inclusive community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury is a good place to raise children.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury is a good place to do business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury is a good place to retire or to be retired.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The local Arts are important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can find the items that I need to buy in Salisbury.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Parks & Recreation

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	No Opinion
The number and variety of recreation programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of City Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of gymnasiums operated by City Parks and Recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of civic and recreation centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall impression of the Salisbury Parks and Recreation Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Streets & Transportation

	Excellent	Good	Fair	Poor	No Opinion
Quality of Salisbury's City streets (surface condition, pot holes & cleanliness)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of Salisbury's City sidewalks (condition, location & quantity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roadside Appearance (grass and trees are maintained & area is free of litter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury's Bus & Transit Services (buses are clean & on-time, routes are convenient)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Planning & Development

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Housing is available in my price range.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury is getting too crowded.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flows smoothly in Salisbury (lack of congestion).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of community is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salisbury historic preservation is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you characterize Salisbury's local zoning and business ordinances?

☐ Too restrictive      ☐ About right      ☐ Too loose



# City of Salisbury Municipal Services

## Police Services

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	No Opinion
Visibility of Police in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity/approachability of Police in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quickness of Police response in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibility of Police in commercial districts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of local traffic laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall feeling of safety in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall impression of the Salisbury Police Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Fire Services

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	No Opinion
Speed and effectiveness of local Fire Department in response to fire emergencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed and effectiveness of local Fire Department in response to non-fire emergencies (accidents, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness of Fire Department in educating Salisbury's citizens about fire prevention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall impression of the Salisbury Fire Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Waste Collection & Recycling

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	No Opinion
Residential garbage and trash collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential curbside recycling program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential yard waste collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## City Employees

	Always	Sometimes	Never	No Opinion
City employees are courteous and helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Budget Cost-Cutting

*If a tight City budget required reducing or eliminating certain programs or services, which programs or services would you reduce or eliminate?*

	Maintain	Reduce	Eliminate	No Opinion
Parks and Recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning & Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trash Collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curbside Recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yard Waste Collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Survey continued on back page...**



## Comments on Salisbury

What do you like best about Salisbury? \_\_\_\_\_

What is most in need of improvement in Salisbury? \_\_\_\_\_

What level of interest would you have in volunteering on a City board or commission?

☐ Low ☐ Moderate ☐ High

In the past 3 months, have you visited the City of Salisbury website ([www.salisburync.gov](http://www.salisburync.gov))?

☐ Yes ☐ No



## Background of Respondent

*Please tell us a little about yourself. This information is used to ensure the statistical accuracy of the survey.*

Gender

☐ Female  
☐ Male

Age

☐ Under 25  
☐ 25-34  
☐ 35 - 54  
☐ 55 - 64  
☐ 65 - 74  
☐ Over 75

Race/Ethnicity (mark all that apply)

☐ African-American  
☐ Asian/Pacific Islander  
☐ Caucasian/White  
☐ Hispanic  
☐ Native American  
☐ Other

Household income (optional)

☐ less than \$25,000  
☐ \$25,000 to \$45,000  
☐ \$45,000 to \$65,000  
☐ \$65,000 to \$85,000  
☐ \$85,000 to \$120,000  
☐ more than \$120,000

Total number of adults in your household?

\_\_\_\_\_

Age of each child, if any, in your household?

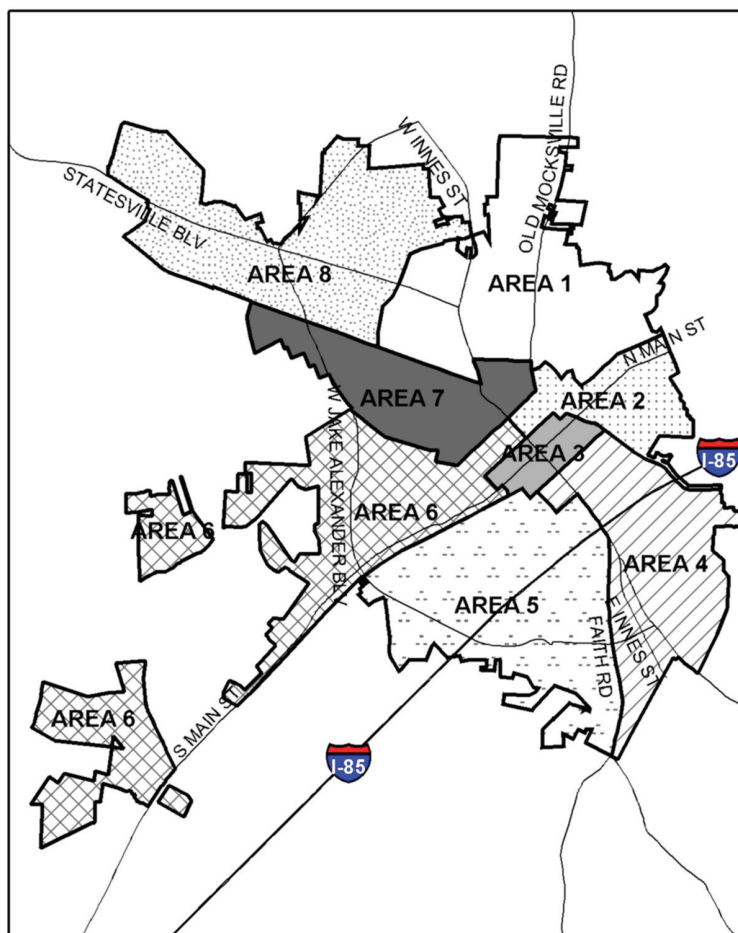
\_\_\_\_\_

How many years have you lived in Salisbury?

\_\_\_\_\_

In what part of Salisbury do you live?  
see map at right

☐ Area 1  
☐ Area 2  
☐ Area 3  
☐ Area 4  
☐ Area 5  
☐ Area 6  
☐ Area 7  
☐ Area 8



*Thank you for participating in this survey. Please enclose the survey in the self-addressed stamped envelope included with the survey and mail it to: Salisbury Civic Assessment, PO Box 479, Salisbury, NC 28145.*